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CONTENTS

TECHNO-AGENDA.....	3
• Plant Factories.....	3
• The Dark Side of Artificial Intelligence: DeepFake Technology.....	5
ECO-AGENDA.....	6
• On Increasing Income Inequality as a Chronic Problem and the COVID-19 Pandemic.....	6
• Private Pension System and Pension Mutual Funds.....	9
• Understanding Youth Unemployment: "Any Job Will Do?".....	11
POLITICAL AGENDA.....	12
• What Will Be Future of the European Union..	12
• UN' Sustainable Development Goals.....	13
SOCIO-AGENDA.....	14
• An Evaluation of the Supports Given During Pandemic Process and the Changes in Consumption Patterns.....	14
• Does Basic Income Approach Lower the Level of Employment?.....	15
NEW OCCUPATIONS.....	16
• Alternative Energy Consulting.....	16
ENTREPRENEURSHIP AND INNOVATION....	17
• What is Real-Time Marketing?.....	17
• Are Checkout Queues a Thing of the Past?...	19
HEALTH-PSYCHOLOGY.....	20
• A Study in Search of the Formula for Happiness: Grant Study.....	20
• Why is the Demand for Psychological Series So High?.....	21
• Psychological Analysis of a Movie: Joker.....	22
EDUCATION-RESEARCH.....	25
• Is the Carbon Tax Sufficient to Protect the Environment?.....	25
• The Importance, Strengths and Areas of Development of Family Businesses	26
• The Globalization of Poverty.....	29
• Are Academic Researches Getting Harder to Understand?.....	32
• Have You Ever Thought the Last Samurai Movie in This Respect?.....	33



- United Nations Human Development Report 2020... 35
- A Sociological Analysis on Marriage and Divorce... 36

CULTURE-ART-LITERATURE..... 37

- Freud, Dali and Metamorphosis Narcissus... 37
- The Mystery of the Girls with Pearl Earrings.. 38
- Why is Avrupa Yakası Successful and Still Being Watched?..... 39

SOSYOCOM SHELF..... 40

- A BOOK: Gender and Power..... 40
- A MOVIE: A Tale of Three Sisters..... 40
- A SERIES: Seinfeld..... 40
- MOVIE REVIEW OF THE MONTH: The Man From Earth..... 41
- BOOK REVIEW OF THE MONTH: New Turkish Cinema: Belonging, Identity and Memory..... 42

TIME TO SOCIALIZE..... 43

- Events in Istanbul..... 44
- Istanbul in July..... 45
- STREET FLAVOURS SERIES: The Taste That Confuses Minds With Its Name: Historical Eyüp Sultan Casserole..... 47
- #iguconfesses..... 47
- #nostalgia..... 48
- IGU FEAS in Social Media.....

ABOUT ACADEMIC LIFE..... 50

- Final Report of the "Central and Eastern Europe: Challenges and Opportunities in the Post-Covid World" Webinar..... 50
- Vision 2123 "Summer SPACE School" Begins.. 51
- Publications..... 53
- Leavers..... 54

MASTHEAD..... 53

TECHNO- AGENDA

PLANT FACTORIES



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All of our production and consumption activities that we initially carried out to survive have now reached unimaginable proportions and this situation has begun to affect not only us but also our world and almost all living things that share this planet with us. At this point, the fact that some threats for both humanity and our world have become visible shows us that we should not do some things as before. For example, the agricultural production activities we carry out for the sake of nutrition have started to create uncontrollable consequences for our world. At the same time, our agricultural production is at risk for different reasons.

According to a recent United Nations report, the current world population of 7.8 billion is expected to increase by an additional 83 million each year. This means that more food must be produced for more people. It is estimated that we will probably need 50 to 70% more food by 2050. In addition to the increasing world population, climate change is another problem for agricultural production and our world. In addition, weather conditions such as drought and flood also bring devastating effects on agricultural production. Along with these, the pollution of soil, water, and air has become a major threat to meet the increasing food demand. While climate change gradually reduces freshwater resources, traditional farming methods consume more water and our underground water resources are depleted for this reason. In addition, the effects of migration from rural to urban and poor agricultural practices are rapidly reducing productive and healthy agricultural areas. Rapid migration from rural to urban areas and the reluctance of new generations to deal with agriculture cause a decrease in food production. Considering all these reasons, it is clear that we cannot feed humanity with traditional agriculture or protect our planet from pollution under these conditions.



To understand how we got to this stage, we need to take a look at the history of food production activities. About 10,000 years ago, traditional agriculture began with the cultivation of wheat in the southeastern region of Turkey. The Industrial Revolution brought about the modernization of primitive farming methods and thus industrial agriculture, which is the second stage of agriculture, has started. However, with the huge increase in world population after World War II, arable land was processed uncontrollably to meet the increasing food demand and there was an incredible increase in the use of chemical fertilizers and pesticides (substances used to prevent, control, or reduce harmful organisms). For this reason, controlled agriculture, which is the third stage of agriculture, started after the development of greenhouse cultivation in the second half of the 20th century. Thus, a wider variety of crops began to be produced in longer seasons and smaller areas. However, with all these processes, soil, water and air have also been polluted and the increasing world population has become a major threat to meet the food demand.

At this point, it has become compulsory for us to move to the fourth stage of agriculture, which we can call "Agriculture 4.0", which is different from traditional agriculture for both humanity and sustainable world life and aims to produce environmentally friendly and sustainable plants with minimum water use to obtain high-quality products. In recent years, indoor plant production facilities with artificial lighting, also known as "Plant Factories", have become systems that are rapidly becoming widespread in the world, especially for the production of leaf vegetables and various seedlings. Plant factories are systems that produce plants suitable for production in space with artificial lighting in a serial and rapid manner. One of the most important differences of plant factories against open field production or greenhouse production is that they can be built anywhere imaginable.



Plant factories are actually among the innovations that all humanity should support for many reasons. For example, plant factories are operated indoors under controlled growing conditions such as light, temperature, humidity, and carbon dioxide concentration. Growers can rearrange these conditions in all plant factories for optimum plant growth. Ideal conditions in plant factories allow plants to develop under the same conditions all year round, while drought, flood, wind, etc. They also provide relief from destructive effects. Plant factories also facilitate rapid delivery of fresh produce by enabling local food production in urban areas.

When the production part is examined, it is seen that there are many innovations and benefits. For example, unlike other agricultural methods, growing the roots of plants by immersing them in a nutrient solution prevents water loss and this allows the plant to take the nutrients it needs with very little effort. In this process, the energy consumed by the roots is spent on growth and plants grow much faster than they grow in the soil. For this reason, harvesting is done much more frequently in plant factories than in conventional agriculture (for example, a vegetable that is harvested 3-6 times a year in traditional agriculture can be harvested up to 20 in an artificial lighting system). And almost all of the harvested plants can be packaged untouched. In addition, most vegetables grown outdoors using conventional agriculture are sprayed with pesticides. Since plant factories grow plants in a closed environment where no insects can enter, neither organic nor chemical pesticides are used. Another important point is that thanks to the controlled environment provided by plant factories, producers have the opportunity to grow even plant species that are not suitable for the climate of any region. In addition, the production of agricultural products under controlled conditions ensures that all kinds of vegetables are supplied to the market at the desired time and costs can always be kept under control.

For all these reasons, "Plant factories" are perhaps one of the most important technologies to save the future of both humanity and our world. Therefore, it would be wiser for us and our world to replace our traditional agricultural activities with these environmentally friendly systems. Perhaps the most important step we will take to build the future healthily and protect our planet from pollution is to develop sustainable technologies such as "Plant Factories".

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THE DARK SIDE OF ARTIFICIAL INTELLIGENCE: DEEPAKE TECHNOLOGY



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How many of the videos we watch online are real? Can we be sure that the faces in the videos belong to the names in the video title? Deepfake technology, which has been discussed frequently lately, causes us to question the reliability of the content produced on the Internet. Deepfake manipulates reality with its artificial intelligence-based technology and produces what does not exist, what is not said, what is not done.

With the effect of its name, Artificial Intelligence is thought of as a technology that imitates humans to act like them. Despite its name being so pretentious, artificial intelligence technology consists of algorithms. What makes this technology different is that it can access more information thanks to "big data", which processes the data quickly and produces solutions to complex problems. This technology acts the way people command it, so there is no general artificial intelligence acting independently yet. Deepfake is one of its example applications. It is built on deep learning which provides solutions to complex problems based on different data such as numbers, images, and words. Deepfake is an application that is frequently used in cinema, especially in recent films. After Paul Walker passed away, the actor was placed in the seventh movie of "Fast and Furious" with this technology. Or we can see an astonishingly successful depiction of Robert De Niro's youth in "The Irishman". It is possible to multiply such examples. However, one of the biggest reasons why Deepfake is discussed today is the widespread use of the application and the circulation of Deepfake videos on the Internet.



Deepfake application is a technology that can be used by everyone today and is becoming increasingly widespread. The fact that the application is getting closer to reality day by day is the worrying aspect of this technology. The manipulative rhetoric of political figures, the videos in which false news is given by the anchors who seem to be real, virtual Youtubers, fake videos of famous names on sexually explicit sites represent only some parts of the dangerous side of this technology. Deepfake can produce not only fake videos but also fake pictures and sounds. The spread of this technology and its closeness to reality may cause individuals' hate speech to appear as produced by a political figure, or as if the specific information that can cause panic among people were uttered by influential names.

As stated at the beginning, artificial intelligence-based technologies are shaped by humans. Therefore, this technology is open to human manipulation. As seen in the Deepfake example, artificial intelligence technology can be used for manipulative purposes as well as beneficial purposes. In the future, we may not be sure whether the discourses of political figures are Deepfakes or real, whether the faces in the videos we watch are real, or whether the evidence of the information we obtain on the Internet is manipulated. Therefore, it is necessary to think about the possible consequences of these technologies and to take precautions starting from today.

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ECO-AGENDA

On Increasing Income Inequality as a Chronic Problem and the COVID-19 Pandemic

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The crisis in the real sector, which tries to cope with the global recession as a result of the COVID-19 pandemic, and the ongoing breaks in the production chains, have affected the position of the current employment and workforce in economic activities, revealing the structural nature of the conditions that deepen the historical problems of income inequality, especially in macroeconomic terms. However, the increasing scale of the basis of a given problem, which has been kept away from the solution of the past and the inadequacy of the current economic policies, has led income inequality to be a chronic issue on a global scope.

Through the investigation of micro- and macro-dimensional phenomena during the pandemic, we can classify the potential factors that increase the level of income inequality in two major categories as direct and indirect. First, we can evaluate the direct factors under three main headings: (i) increase in unemployment rates, (ii) negative fluctuations in hourly earnings, and (iii) decrease in technology-led unit labor costs. One of the current factors mentioned above is the increasing trend in unemployment rates which was triggered by the stagnation in the production process throughout the pandemic. Although the dynamic nature of income inequality under the title of unemployment requires addressing different topics, the distributional role of unemployment can be evaluated through the concept of bargaining power by considering the perspective of the functional income distribution. From this point of view, the loss of employment in any social formation and at the given production level of this society results in a loss of bargaining power for the entire working population (but at different levels of influence). Therefore, the loss of bargaining power in the production process causes the working population to have a lower share in the distribution of earnings obtained through product realization.





The increase in unemployment rates brings about a negative pressure on wages due to the emergence of an extra productive power outside the production process and thus it leads the income to shift from labor to capital and ends up with an increase in the degree of income inequality on a global scale. The second issue that comes along with the COVID-19 pandemic is the change in hourly earnings, which experienced huge and negative deviations from its optimal level. The negative impact of the ongoing stagnation in production and the loss in sales triggered by the lockdowns and trade restrictions led to an increase in prices of the goods and services in most countries and hence those factors stimulated the decrease in hourly earnings due to the decrease in the gains from production and the deterioration of the supply-demand balance. Taken together with the loss in employment level, the decrease in the bargaining power of workers, and the stagnation in the production process resulted in an exacerbation of the negative fluctuations in hourly earnings during the pandemic. This situation has brought about the increase of the factors which triggered the problem of income inequality by either pushing up the product prices led by the producers to balance their losses in investment or reducing the wages (or by applying both together). Finally, it can be seen that the large-scale firms have accelerated their transformation process of production based on technology even though its effect has emerged to a certain degree since the beginning of the pandemic. In this sense, it can be assumed that this transformation dynamic will most probably bring back the concept of “technological unemployment” to the agenda in terms of its long-term effects and its potential to limit employment opportunities. As a reflection of the employment loss, the exacerbation of an increasing tendency of the unemployment rate may negatively affect the wage level of labor through the bargaining power and may cause the problems in income distribution to gain more importance after the COVID-19 pandemic.

Moreover, the indirect factors that trigger income inequality during the pandemic can be listed as follows: (i) inflationary pressure, (ii) sudden fluctuations in the exchange rate, (iii) financialization of the economy, and (iv) slowdown in industrial production. First of all, the inflationary pressure is one of the most important issues during the pandemic for the group of developing countries, where the indirect income transfers intensify the tendency of income inequality, especially due to the decrease in the purchasing power of the fixed-income group of households. Besides, the inflationary pressure disrupts the coordination between supply and demand through the increase in consumption expenditures by leading to a decrease in real investment in the medium- and long-term, and thus, it is seen that most firms shift their activities to the financial markets to compensate for their profit loss. As a result, the unstable environment in investment reduces the demand in labor markets and causes negative pressure on wages. Second, similar to the case of inflationary pressure, the developing countries are exposed to sudden fluctuations in exchange rates during the COVID-19 pandemic.



In particular, the high rate of depreciation of domestic currencies against the currencies of developed countries has triggered the price increase of imported products and has negatively affected the purchasing power of consumers. In this sense, it is seen that we are faced with a phenomenon in which domestic incomes are transferred to the countries via foreign exchange and thus the total income is redistributed in favor of developed countries on a global scale. Third, it can be argued that most firms and institutions have been moved away from real production and provided capital gains through finance as a result of the stagnation in production during the pandemic. It should be noted that the financialization of economic structure has gained momentum along with a decline in real investments and trade restrictions at the COVID-19 process. When this situation is evaluated in terms of consumers, it can be seen that consumers have tried to balance their purchasing power losses (e.g., due to an increase in the unemployment rate, employment losses, and a decrease in labor demand) with borrowing methods in financial markets. In particular, it can be stated that financial capital has transferred income through the borrowing channel and thereby led to an increase in income inequality for most of the borrowers. Finally, another phenomenon that has come to the forefront by negatively affecting the income distribution during the pandemic is the slowdown in industrial production. The decline in investment rates together with the global lockdowns brought one of the most important contradictions in industrial production in the last forty years which has dragged most firms and institutions to the brink of bankruptcy. The cash flow problems of small- and medium-sized firms led to the acquisition of many of them by large-scale firms, which also stimulated the monopolistic competition in the economic structure. The fact that large-scale firms with more advanced technological infrastructure brought technology-based production to the forefront by reducing the demand for labor in the economic environment and thus exacerbated the current problems in employment during the pandemic, in which it has indirectly and negatively affected the income distribution on behalf of workers.



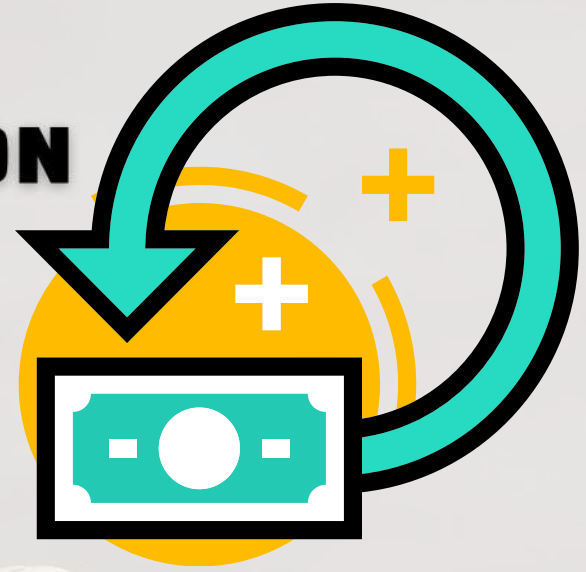
2018

In conclusion, the COVID-19 outbreak shows a period in which the current problems in income inequality have been triggered by both direct and indirect factors. Therefore, the concept of which kind of problems may be confronted in the near future on the basis of a multifaceted and dynamic structure in income inequality should be evaluated and resolved with a global strategy along with the determination of current issues by taking into account the limits of national ingredients at certain levels.



PRIVATE PENSION SYSTEM AND PENSION MUTUAL FUNDS

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1. What exactly is the Private Pension System (BES)?

In today's capitalist world, where consumption is constantly encouraged, saving and investing are getting harder and harder, especially for young individuals. If we talk specifically about Turkey, we can say that after the Global Financial Crisis (2008), the abundance of money, especially in developing countries, was not correctly evaluated on the basis of both companies and individuals. In particular, directing investments to short-term and non-value-added areas has caused us not to have sustainable growth. The increase in indebtedness and consumption is not unique to Turkey. The whole world is now facing the danger of increasing indebtedness at an exponential rate. At this point, individuals, as well as states and companies, have serious duties.



Warren Buffet's 'Don't save what's left after you spend. After setting aside the savings, spend the rest' advice is highly important for today's people who can not make it to the end of the month even though they belong to very different income groups. The Private Pension System (BES) is an investment option that makes savings for you. Every month, the amount agreed by the parties in advance and put into the contract is automatically deducted from the personal account. BES is a private pension system that enables individuals to direct their savings during their active working life to long-term investments and to obtain an additional income in which they can maintain their living standards during their retirement. Individuals retiring within the scope of BES, health services, etc., as in SGK retirement, do not receive additional services. "BES, which came into force in accordance with the Private Pension Savings and Investment System Law No. 4632; It is based on the collection and evaluation of savings and the payment of a lump sum or salary to the person. This system does not provide health care or other services available at the Social Security Institution. BES is not an alternative to the compulsory social security system, but a complement to it." One of the most important advantages of BES is that the amount corresponding to 25% of the contributions paid by individuals is paid to private retirement accounts as a state contribution.

2. What is a Pension Mutual Fund?

Although most people in Turkey have an idea about BES, especially with the OKS system, unfortunately, when the Pension Mutual Fund is mentioned, most people will say they never heard about it before. However, all mutual funds, including pension mutual funds, are particularly advantageous for unqualified investors to manage risk and return. Private Pension Funds, in short, are mutual funds in which contributions paid for retirement are invested. These funds are established specifically to evaluate and operate the contributions paid to the Private Pension System. They can only be purchased by investors entering the Private Pension System. No withholding tax is applied to the incomes of these mutual funds. They are managed with relatively longer-term investment strategies than other investment instruments. They are established by pension companies and managed by portfolio management companies. As with other mutual funds, BES Pension Funds are named according to the concentration of the investment instruments in the fund, in which the contributions paid are evaluated. Money and capital instruments that can be included in BES Pension Funds are as follows; Time deposit and participation account, Debt instruments, repo and reverse repo transactions and partnership shares, Precious metals, assets based on precious metals and real estate, Derivative instrument transactions and warrants, Takasbank money market transactions, Mutual fund participation shares, Cashback of derivative instrument transactions realized in stock exchanges guarantees and premiums, Lease Certificates. In addition to these, other investment instruments determined by the fund managers can also be included in the funds.

3. How Should Pension Mutual Funds Be Evaluated?

According to the Pension Mutual Funds Performance Report prepared by Ludens Advanced Financial Services and Consultancy for 2020, at the end of 2020, the number of participants increased by around 29 thousand in Volunteer BES and 370 thousand in OKS.

When deciding on the BES Pension Fund that people will choose, it is useful to consider that Pension Mutual Funds are long-term investments and to examine the 5 and 10-year data of the funds. The returns of the funds are mainly based on the BIST 100 return, deposit interest rate, etc. It would be healthy to compare it with the returns of alternative investment options. However, the most important step is to analyze the relationship between the pension fund returns and the CPI rate, because no matter how high the fund's return is, if the fund's return is below the CPI rate, we do not gain or lose due to inflation.



4. How Did BES Perform in 2020?

Again, according to Ludens' report, "The categories with the highest success rate in 2020 were precious metals, money market, standard, participation, stock, and variable-mixed funds, respectively. When the after-tax return of the funds is compared with the deposit interest rate, it is seen that the weighted average fund return for all sub-periods is above the deposit interest rates. The weighted average fund return in 2020 was 21.7 points above the deposit. The return-weighted average net returns of funds consisting of at least 80% of BIST stocks are higher than the BIST-100 Price Index compared to the data for 2020 and before. The categories with the highest success rate are precious metals, money market, standard, participation, shares, and variable-mixed funds. There is no fund category with a lower return than the benchmark."

In a situation where all indicators are in favor of Pension Mutual Funds, it will be beneficial for our development both individually and on a country basis, especially if young individuals direct their attention to these funds as soon as possible.

UNDERSTANDING YOUTH UNEMPLOYMENT: "ANY JOB WILL DO?"



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Youth unemployment figures, which have been above the general unemployment rates in recent years, seem to indicate a hopeless picture. These numbers are not just numbers or graphs, far beyond, they indicate a lost generation, a lost potential. According to the 2020 report of the International Labor Organization, the global youth unemployment rate is 13.6%. So what are the reasons behind this figure? While these reasons are seen as inevitable in one part of the world, on the other, unlike helplessness being a destiny, it is argued that this situation arises from reasons that can be solved. Many reasons are seen as the driving factors of youth unemployment, such as not adopting the employment-based growth model, insufficient work experience, increasing population, inability to access educational opportunities, poverty, perception depending on status and region, employment without social and legal protection.



Turkey's current youth unemployment rate for 2020 is 25.2%. When considering the population between the ages of 15-24, who are unemployed, in accordance with the definition of youth unemployed and between the ages of 24-29, who can potentially be described as youths, the deeper effects and bigger problems actually stand out. The increasing trend in youth unemployment rates in Turkey, almost in the last ten years, is a signal of chronic disease in the economy. Contrary to this severe deterioration in the youth unemployment indicators of our country, the youth unemployment rates of the EU, OECD countries, and the Euro Zone have caught a downward trend in the same period. When the youth unemployment rates between the upper-middle-income group countries in which Turkey is located and the other upper-income group and low-income countries are compared, the youth unemployment rates in Turkey after the period of 2013-2014 are above the country averages of all these income groups. It is seen that the gap between the youth unemployment rates of especially upper-middle-income group countries and Turkey's youth unemployment rates has widened since 2016.

Any job will do? The big and difficult question is about overcoming the barriers to employment. Avoiding these obstacles, finding solutions, and taking responsibility are extremely important in terms of other economic, psychological, and social consequences beyond youth employment.



POLITICAL-AGENDA



WHAT WILL BE THE FUTURE OF THE EUROPEAN UNION?

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After Britain's exit from the European Union (EU), the EU declared that the Union would continue on its way with great determination, with declarations issued on various dates. In the following process, due to diverse crises arising from political, economic, and social reasons, the Union needed to prove itself, and these needs led the Union to come up with new plans. One of them was, undoubtedly, the idea of an independent European Army from the USA and NATO was increasingly taking place in the projects of the EU's locomotive countries. Merkel and her successor Kramp-Karrenbauer came up with the idea of an aircraft carrier belonging to the EU together with France, and in the statements made, it was emphasized that Germany and France continue to work for a joint European warplane. These were powerful messages for the future of the Union.



But despite all the rhetoric and efforts, the need for a comprehensive economic, institutional, and political reform is substantial for the future of the Union. Because in this crisis environment emerged with the Covid-19 epidemic, member countries had to deal with many of their problems on the pessimistic picture created by epidemic for the future of the Union in the sensitive process that emerged after Brexit and brought with it comments that the EU was cracked. About a year before the epidemic, French President Emmanuel Macron said that since the Second World War, the EU hasn't been needed this much and that there has never been a process in which the future of the EU is in such danger. Therefore, the procedural discussions of the plans of the EU, which started to be discussed two years ago, have finally been left behind and the framework of the conferences where the future of the EU will be shaped was largely determined in March.



The process, which started on May 9th in Strasbourg, France, will continue until March 2022 and will focus on the future of the EU at the institutional level. The highlight of the Future of Europe Conference held on May 9th was that EU citizens would be heard about the future of the EU. On the other hand, at the conference, Macron said that Europe was not fast enough to implement its policies and goals, and it was discussed that the Covid-19 epidemic revealed Europe's shortcomings. That's why the next year is very important for the EU, and the roadmap of the Union will be clarified to a large extent within this year. Although the process has great importance for Turkey, Turkey should build its own roadmap and steps for the future in the unpredictable progress of life.



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The Sustainable Development Goals (SDGs), or Global Goals, present a holistic and inclusive plan for eradicating poverty, tackling inequality, protecting our planet and living in peace and prosperity for all people now and in the future. At the beginning of 2015, the Post-2015 Development Agenda was begun to be discussed at the United Nations (UN) General Assembly and it was accepted by all UN member countries at the UN Sustainable Development Summit in September 2015. In this direction, the 17 Sustainable Development Goals, a universal call for urgent action by all developed and developing countries in a global partnership, entered into force in 2016. Until 2030, these 17 Goals will be the main factor that determines the policies of the UN Development Programme.

The purpose of determining these action-oriented, succinct goals is to create universal goals that address the urgent environmental, political, and economic problems facing our world in a way that leaves no one behind. Thus, it is aimed to implement the SDGs in a way that covers all individuals in different geographies in the world, including the most disadvantaged segments. The 2030 Agenda consists of 17 targets and 169 sub-objectives. The SDGs address global needs concerning each other and with the understanding of common gain. Ending poverty and other deprivations must go hand in hand with strategies that improve health and education, reduce inequality and foster economic growth while tackling climate change and protecting our oceans and forests. Environmental and social justice are crucial in ensuring economic welfare, which is the third element of sustainable development. Above all, a sustainable environment is necessary for economic progress and prosperity.

The basic framework of the SDGs consists of the following five components, also called the 5Ps:

- Fight against hunger and poverty for all humanity (People);
- Sustainable management of natural resources for our planet (Planet);
- Prosperity based on human rights and social justice (Prosperity);
- A life free of fear and violence for global peace (Peace);
- A global commitment and cooperation to achieve all these goals (Partnership)



These goals are based on decades of work by states, the UN, and the UN Economic and Social Council in conjunction with the Environment and Development Conference (UNCED), also known as the Earth Summit, held in Rio de Janeiro in 1992. At the UN Sustainable Development Conference in 2012, which was also conducted in Rio de Janeiro on the 20th anniversary of the Earth Summit, the Sustainable Development Goals were born, replacing the Millennium Development Goals, which were adopted in 2001 and lost their validity in December 2015. The Sustainable Development Goals are not binding on states, but 193 UN member states are expected to embrace and take steps to implement them. The UN works to achieve these 17 goals by 2030 all over the world, including Turkey. The implementation process of the SDGs in Turkey is carried out by the Ministry of Development with a task force established within the Ministry.

Today, The Division for Sustainable Development Goals (DSDG) within the UN Department of Economic and Social Affairs (UNDESA) acts as a Secretariat for the SD Goals. Along with these 17 targets, the unit also provides capacity building and support in thematic areas such as water, energy, climate, oceans, urbanization, transportation, science, and technology.

It also plays a key role in assessing the implementation of the 2030 Agenda within the UN system and in advocating and executing these goals. The UN Development Program (UNDP), which focuses on key areas including poverty reduction, democratic governance, and peacebuilding, climate change and disaster risk, and economic inequality, also provides support to governments in the harmonization of these 17 objectives with the national development plans of the states.

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SOCIO- AGENDA



An Evaluation of the Supports Given During Pandemic Process and the Changes in Consumption Patterns

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From the past to the present, epidemic diseases have occurred in history and caused many deaths. The latest added link in this chain of epidemics is the Covid-19 or Coronavirus epidemic which first appeared in Wuhan, China, in December 2019, and then the World Health Organization has been declared a pandemic due to its rapid spread. The coronavirus epidemic has affected the whole world by causing many deaths around the world.

The adverse events that have occurred during the epidemic have affected all economic, social, and cultural activities. The coronavirus epidemic has negatively affected all sectors, especially tourism, trade in goods, manufacturing, and transportation. More importantly, in addition to the cost of fighting the problems caused by the epidemic that affected the whole world, the problems caused by social isolation caused difficulties for countries in all sectors. Nevertheless, all the countries that felt the epidemic strongly, whether developed or not, tried to alleviate the negative effects through various means, through social and economic aid. Thus, a sudden reflex was enhanced to overcome the epidemic that countries were unexpectedly confronted with.

In the action plans implemented by the countries, the priority was to compensate for the losses caused by the disruptions in the economic system. While countries gave financial incentives, such as tax breaks, to businesses to compensate for their losses during the epidemic, they relied on direct income support measures to compensate for individuals' income losses. In addition, countries also provided social support such as housing, health, and food assistance to alleviate the impacts of the epidemic. When assessed on the axis of the world's 19 largest economies and the G20 countries consisting of the EU, this aid has reached approximately the level of \$5 trillion.

If we look at the aid examples provided by the countries, in the US housing, food, health aid, and tax reductions for families with children, are the most prominent.

In the UK, those who lost income due to the pandemic were reimbursed by the state for 80% of their losses while they were unable to work. In Germany, which can be cited as another example, aid packages were applied mainly in the form of tax reductions, financial support for families, the unemployed, the elderly, young people, and small businesses. In India, measures such as tax cuts, incentives for foreign investors, and credit support for small businesses have been implemented. Moreover, in India, financial support was provided to low-income groups such as immigrants, farmers, and street vendors. Finally, in Turkey, temporary income support was ensured to factory workers who stopped production during social isolation, and cash benefits were provided to families in need. In addition, low-income groups were provided with cash support and loans. Thus, efforts were made to ensure that businesses and individuals suffering serious income losses could survive on the assistance. The continuation of these aids and incentives in the next period is also crucial for increasing social motivation.

Another significant point to evaluate during the coronavirus epidemic is the changes in consumer behavior caused by social isolation during the epidemic. Constraints such as mask use, social distancing, and hygiene rules are just some of the changes that occurred by consumer behaviors during the epidemic. Consumers, who had to stay at home in this unexpected process, began to change their consumption patterns including focusing more on cleaning and hygiene products, buying shelf-stable foods and products, and online shopping. Therefore, it is clear that with the pandemic, the practices of individuals in their daily lives have caused a big change in their consumption patterns.

As can be seen, the Covid 19 outbreak has caused a great change all over the world. The changes in people's consumption patterns that occurred due to social isolation and its results have become visible in almost all areas. The extent to which this process of change on social, cultural, and economic activities will last will be seen when the pandemic process is over.

DOES BASIC INCOME APPROACH LOWER THE LEVEL OF EMPLOYMENT?

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The basic income approach, in other words, citizenship income, has become more controversial due to the global pandemic. When we look at its definition, the basic income approach is the income payments made by the state at regular intervals regardless of the characteristics or priorities of the individuals. Unlike social assistance, the basic income approach consists of income as a kind of citizenship acquisition, regardless of privilege and need.

When examining the basic income approach as a social benefit activity, it can be observed that it has many effects. One of the benefits that make sense is that individuals in society can have living standards above a certain poverty level. Another benefit is that it can provide individuals with definite financial freedom. Thanks to this freedom, the opportunities for individuals to realize themselves increase.

The basic income approach aims to reduce the damages caused to society by the income of individuals at the poverty level. In the presence of a strong relationship between committing a crime and low income, the potential of individuals with increasing income to be involved in crime decreases, and the damage caused by crimes committed in society decreases. In terms of health, the pressure on the health system will decrease with the decrease in health costs caused by healthy activities that individuals do not attach importance to due to their low incomes. The reduction of this pressure offers a flow that will also reduce the costs of the tax-financed system.

With the basic income approach, which can provide conveniences for the current administration, although not based on individuals, the loss of time and resources caused by bureaucratic practices used in social aid is eliminated since it is not based on any research or determination.

Aside from the benefits of the basic income approach described above, there are significant criticisms in the plans for the approach implementation. At the very beginning of these criticisms is how the income will be financed. Since a complete roadmap for this criticism has not been found the basic income approach currently exists as a project. However, solutions for financing problems are also offered. In this sense, the Green Party in Canada states that planned job losses occurring through robotization can be solved with the basic income approach and proposes taxation called "robot tax" in financing. As another recommended financing method is to take a "wealth tax".

Another negative situation that may occur with the implementation of the basic income approach is the possible loss of employment in society, in other words, the situation where no one will want to work. In the experiment conducted by Stanford University for this possible estimation, an employment loss of 9% for male individuals and 18% for female individuals with a basic income emerged. As a result of such a loss of employment in the social dimension, whether a system can be built is still a question waiting for the answer.



NEW OCCUPATIONS

ALTERNATIVE ENERGY CONSULTING

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A very large part of energy consumption in Turkey and the world is fulfilled by non-renewable energy sources. If an average figure is given, more than 85% of the energy used in the world and Turkey is obtained from non-renewable sources. However, causes such as climate crises, environmental destruction, global warming, and the decline of fossil fuels have come to the fore of renewable energy and have led to increasing renewable energy use. For this reason, the production and use of renewable energy sources have gained importance in Turkey in recent years. According to World Bank data, the share of renewable energy in total energy use in our country is about 13%. Renewable energy sources refer to alternative energy sources such as wind energy, solar energy, geothermal energy, and wave energy.



There are many deficiencies in the production, use, and distribution of alternative energy sources. In the foreseeable future, the need for a large part of the energy needs of companies, government agencies, homes, and other social areas to be supplied with renewable energy will be crucial. This is where alternative energy consulting comes into play.

What is “Alternative Energy Consulting”, which is growing in popularity today and will be one of the most popular professions in the near future, and what does “Alternative Energy Consultant” do?

Alternative Energy Consulting is a consulting service provided to improve the energy use of its customers, recommend the most appropriate energy, and control costs while doing so. An energy consultant primarily conducts environmental impact assessments and then recommends policies that reduce carbon footprints. They determine the waste of energy used inefficiently and offer alternative solutions to minimize energy use. They also prevent environmental destruction and reduce costs. After offering all these suggestions and policies, they communicate regularly with the customers. All these tasks and responsibilities require analytical thinking, a solution-oriented personality, and good communication skills. In addition to these features, a bachelor's degree in the relevant field or a valid Energy Consultant certificate gives anyone the opportunity to become an alternative energy consultant.

[Click here](#) to access the resource.



ENTREPRENEURSHIP AND INNOVATION



WHAT IS REAL-TIME MARKETING?

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Real-time marketing is the presentation of instantly produced content to the target audience via social media for a situation and/or event that is popular in the country or world agenda. This method is more of a tactic than a strategy because the agenda can change very quickly in social media, businesses have to communicate with the target audience before the agenda has changed.

How Did The Need For Real-Time Marketing Arise?

Thanks to the developments in communication and information technologies, not only the type and size of communication between people, but also the communication of brands with their target audiences have reached a positive but complex dimension.

With the widespread use of social media and microblogging sites and applications, consumers started to follow the brands they prefer closely, and especially the bad experiences that have been shared with a wide audience in a short time have encouraged brands to take an active part in social media.

In their early days on social media, brands started to deal with these bad experiences and tried to turn them into positive ones. However, when this situation started to turn into a bottomless pit for businesses, businesses discovered that they could use these channels for their own benefits. Businesses that took on a more active identity by making advertisements and announcements, sharing promotions and events in social media, later adapted the topics on the agenda to their own products or services. Businesses then began to share them with the consumers by embellishing them with humorous language and to receive reactions from them.

The original story of the use of real-time marketing tactics, which we have seen increasing recently, is extremely simple and straightforward.

Why is Real-Time Marketing Important?

It should not be overlooked that real-time marketing is not only a marketing tool but also a public relations (PR) activity because real-time marketing does not aim to sell directly. Real-time marketing's purpose is to increase brand awareness and create a positive/sympathetic brand image, get consumers to talk more about the product or business, and increase direct interaction with the consumers. Therefore, it is very important for businesses.

What Should Be Considered For Real-Time Marketing?

Following current events. It is extremely important to follow the national and world agenda closely because the main material for the business includes these current trends. For this reason, it is extremely important to keep the pulse of the agenda.

Creativity. For the target audience to be aware of the message sent by the brand, the message must contain creativity. Otherwise, content shared on an already widely discussed topic may be considered vulgar and/or overlooked.

Timing. First of all, it is vital to share the content while the agenda is still relevant. An article on a topic that was on the agenda two days ago will cause negative interaction.

Sensitivities. Shared content can be offensive to different consumer segments within a country. This does more harm than good to the brand. Therefore, the sensitivities in the country should be well known and content should be produced by paying close attention to these sensitivities.



REAL-TIME MARKETING EXAMPLES

Ikea – Hodor.

Ikea – Hodor. In Game of Thrones, one of the most popular TV series of recent years, there is an iconic character whose name is Hodor and the only word he can produce is also "Hodor". In the 6th episode of the 5th season of the series, we learn that Hodor comes from the phrase "Hold the Door". Shortly after this episode, IKEA shared the following.



Fenerbahçe.

Fenerbahçe. Former Fenerbahçe football player Moussa Sow was prominent for a while with the goals he scored with an overhead kick. Like the kicks, Sow's Fenerbahçe jersey was made available with upside-down letters for sale.

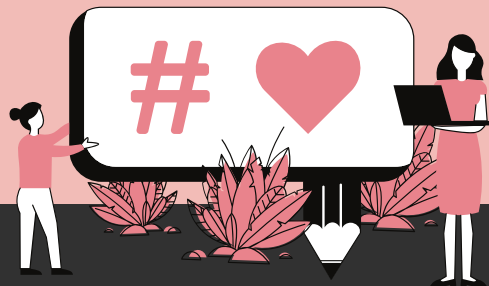
IKEA.

IKEA. Someone stop Ikea! In the summer of 2018, people, who wanted to protect their vehicles during the hail in Istanbul, tried to protect the top of their vehicles in many different ways. Ikea was not late to turn this situation into an opportunity.



Kütahya Porselen.

Kütahya Porselen. While the photos and posts that shook the Twitter agenda about UFOs in various cities of Turkey were spread with the hashtag #ufoattacktoturkey, Kütahya Porselen approached the event from a completely different angle. In the photo the brand published its plate upside down, so it managed to overcome the fear of aliens with the message "Don't worry, it was us". In short, we can show this sharing of Kütahya Porselen as an example with the focus of creative content.





ARE CHECKOUT QUEUES A THING OF THE PAST?

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The world-famous technology company Amazon has recently implemented a very interesting innovation. Accordingly, if customers have a credit card with them, they can buy the products they want from the aisles and just leave.

The first full-service supermarket, which does not require a checkout point to pay and is equipped with an array of cameras and sensors, opened on June 17 in Bellevue, Washington, USA. With this application, which Amazon calls "Just Walk Out", when the customer enters the store with a credit card, they can buy the products they want from the shelves and leave without visiting the cash register.

The technology used detects which products shoppers take from the shelves or even what products they leave back on the shelves and creates a virtual shopping cart. When the customer completes his shopping and leaves the store, the price of the products in his virtual cart is collected from their credit cards.



In the first comprehensive supermarket that offers the "Just Walk Out" experience, customers who want to receive a receipt after their shopping visit one of the kiosks in the store, enter their e-mail address, and their receipts are delivered to their e-mail addresses. In addition, customers can use traditional payment methods instead of the "Just Walk Out" method if they wish.

In today's world, when time has turned into power, the installation of this technology in the store takes only a few weeks, where there are no long queues and a shopping experience is offered in a very short time. In addition, there is no decrease in the number of personnel working in stores where this practice has been implemented; cashier staff continues to work in departments such as customer service or returns.

Dilip Kumar, Amazon's VP of retail and technology, points to technology's ability to scale and adapt to new environments, and looks forward to feedback on "Just Walk Out."

If the customer adopts the "Just Walk Out" technology and the application areas of this technology are expanded, it can be said that checkout queues will soon be a thing of the past.



Health- Psychology



A Study in Search of the Formula for Happiness: Grant Study

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Happiness is an abstract concept that varies from person to person, so it is very difficult to define scientifically. However, a group of researchers from Harvard University tried to answer this question by designing an original scientific study in 1938. Their aim was to obtain the formula for happiness.

People are seeking happiness in every path they take, every dream they have, and in most of their actions throughout their lives.

The definition of happiness can find different answers for each individual. However, people often associate happiness with issues such as material wealth, success, fame, love, family, or health. Let's keep our understanding of happiness to ourselves for now and examine the research that was conducted on the subject.

This study, known as the "Grant and Glueck Study", actually consists of a combination of two studies. The Grant Study surveyed 456 low-income men who grew up in Boston between the years of 1939 and 2014, whereas in the Glueck Study, 268 men, who studied and graduated from Harvard between the years of 1939-1944, and their relatives were examined. According to this study, which is perhaps one of the longest-term studies on the subject, happiness cannot be achieved with current desires alone. In other words, a formulation such as obtaining material wealth that most people assume as happiness (or will bring happiness), large numbers of followers and fans, a successful job in big companies, or a loved one that you are deeply connected with cannot determine your happiness.

This research points to the "depth and trueness" of your relationships and pursuits, in all areas of your life.

Researcher Waldinger also said, "It's not just the number of friends you have, and it's not whether or not you're in a committed relationship. It is the quality of your close relationships that matters".

It doesn't matter if you have a large group of friends, go out every weekend, or have a successful romantic relationship. The important thing is the quality of these relationships, how deep they are, how safe you feel when sharing things, who the other person really is, and how much of his/her true personality you see.



According to the studies, many young people think that wealth and fame are the keys to a happy life.

The deformation of human relations with social media actually causes us to be unhappier than we think. The problem here is that most people don't even realize it. The state of being unaware creates the paradox of sociality. Yes, we need healthy, deep, and strong human relations for happiness. We need to be social, but what we call friendship or socialization through social media contradicts this research.

According to the strength of the profiles on social media, the desire to make friends with people is formed, that is, most people try to make friends with popular users. On the other hand, according to this study, if you are demonstrating exemplary actions on social media just to make others happy or to show off, then you may be planting the seeds of unhappiness deep down because you act in a way you don't actually believe in.

Do your friends on social media ignore you when you encounter them on the street? Or, have you noticed that people are not what you imagined in your mind to be in reality when you get to know the ones you take as an example on social media?

After all, the formula for happiness seems to be closer to healthy, trusted, and real human relationships rather than common ideas like money, fame, and countless friends.

WHY IS THE DEMAND FOR PSYCHOLOGICAL SERIES SO HIGH?

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According to the rating results of the TV series and news broadcast on Friday, May 28, 2021, "Kırmızı Oda" took the second place in the total audience group and the first in the AB Group. Similarly, "Masumlar Apartmanı" ranked second in the total audience group on Tuesday, June 1, 2021, and ranked first in the AB Group. "Kırmızı Oda" and "Masumlar Apartmanı" are TV series inspired by the stories of psychiatrist Gülseren Budayıcıoğlu. The fact that these TV series were inspired by real-life stories affected the audience and increased the demands for such series even more.

So why do people show such great interest in these series that can be described as 'psychological series'? Why are these series being watched and loved so much? If you are watching such series, we can say that the answer is still hidden in you.

If a TV series or movie we watch affects us deeply, perhaps some of the questions we should ask ourselves are "Which part of me does this series trigger?", "Which unmet need does it reflect on?", "Which character do I empathize with and why?" "What do I see similar to myself in the character?", "Does this person look like my mom/dad/my acquaintances?" Asking ourselves these questions can be important in terms of getting to know ourselves as well as holding a mirror to our inner selves. Moreover, they can offer an opportunity to confront ourselves, our pasts, and/or our parents. Ultimately, this is one of the steps taken in therapies.



For example, in "Masumlar Apartmanı", Safiye's character has obsessive thoughts and compulsive behaviors, which are seen in the acts of excessive cleaning. However, the emotional similarity we feel when we see that what she is trying to do is not to get rid of the real dirt, but to get rid of the dirty memories from her past can make us feel close to this character. To realize that she cannot live her childhood and adolescence, that she has to be a caregiver to her siblings in the absence of a mother figure, and that she takes responsibility for them by doing the only thing she knows, that is, by copying her mother and putting pressure on her siblings help the reader sympathize with the character. Safiye's sister, Gülben, is known for her passivity, hunger for love, and dependency on her older sister. Our intimacy with this character may represent another dependent part of us such as our spouses, our children, or our jobs. It is possible that different reflections of similar experiences affect the fragile child within us and create emotional intensity. The failure of these characters to receive the love they needed in childhood may perhaps be similar to our unmet need for love by our parents. It is possible to increase these examples even more, but the important point as we mentioned at the beginning is to look inside of our own selves.

Another possible reason why psychological TV series are preferred is that the characters we see are not uncommon and extraordinary characters like in other TV series. On the contrary, in these series we see the characters who tell the reality of life, ordinary people who are similar to the general population. Since we or some of our relatives have experienced similar events in these psychological TV series, we may feel belonging to these TV series. From this point of view, it would be an expected situation for the viewing rates to be in such high numbers. Moreover, we can think of the therapy room, which we witnessed and watched a small part of in these series, as a place where we can receive the care we need for our own therapy. We may be looking for a solution to our own problems by associating the problems described in the therapy room with our own personal problems. Of course, knowing that these events are taken from real life may increase the emotional load of the events for the audience.

Wish to look at the series from this perspective and increase our awareness of ourselves.

PSYCHOLOGICAL ANALYSIS OF A MOVIE: JOKER

1. INTRODUCTION

The film is about the life of the character Arthur Fleck, who is known to the audience as the "Joker" character in the cinema world. The movie reveals the events that led to the ignorance, stigmatization, and exclusion of Arthur Fleck who has both psychological and neurological problems. In the movie, the audience sees how the character evolves from Arthur to Joker who begins to commit murders. He lives with his mother, who had previously been in a psychiatric ward,

in a slum in Gotham. He has a neurological problem that makes his life very difficult, causing an unwarranted, involuntary and untimely scream-like laughter. He is in love with his neighbour Sophie and wants to be a comedian like Murray Franklin whom he sees as a hero. He experiences severe feelings of unhappiness and takes seven different medications a day. He meets with a mental health worker regularly until the government stops the state support. He is ignored by others and does not feel any visibility until Arthur kills three people who had attacked him. Following the incident, he begins to feel that he attracts the attention of people and becomes visible. This incident changes his life all together and Arthur gradually begins to transform into Joker who now continues his life by committing crimes.

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General Information

Arthur is in his 30s with a weak, thin, and timid appearance. He lives in a low socioeconomic level neighborhood. He earns a living working as a clown and enjoys his job very much. He enjoys dancing and listening to comedy shows. He lives with his stepmother to take care of her. He feels emotionally and socially lonely, and has no close friends. He mostly acts individually. His timid and introverted nature changes after the traumatic events he experienced, and he begins to commit murders and not regret it at all.

Family History, Background Information, Childhood

Arthur has no father and was adopted by his stepmother. He was raised by a woman who had been diagnosed with paranoia symptoms, narcissistic personality disorder, and delusional disorder (referred as delusional psychosis in the movie). His childhood was highly traumatic. He witnessed violence to her stepmother by his stepmother's boyfriend and was subjected to severe and repeated physical violence himself as well. He was eventually found by the authorities connected to the radiator. He had bruises on his body, and malnutrition was recorded. He had head trauma due to the damages he received. There was no information about the biological family, so the genetic dimension of his problems was unknown.



General Problems

Social isolation and maladjustment are seen. He has difficulty interacting with people. Apart from his work life, he has no close friends or social environment. With the words "I don't know whether I have existed all my life", he reveals that he is not seen and has been excluded and ignored by people. He usually behaves differently when compared with others in communal areas. In the comedy shows he attends, he usually gives unnatural laughing responses to parts where people don't show any reactions.

He has a problem of insomnia, for this reason, he shows incompatible behaviors such as emptying the refrigerator at night and entering it.

In moments of neuropsychological stress, anger and sadness, he shows a "pseudobulbar affect" in which he expresses his emotions in the form of laughter. Similarly, leg tremors are seen in stressful situations.

We understand the disappearance of the concept of conscience by his comment: "I had a fight with a friend (he is talking about the time when he killed 3 people), I thought I would feel bad, but never regretted it." This sentence clearly shows that he does not feel any regrets from the murders that he had committed.



Psychological Symptoms

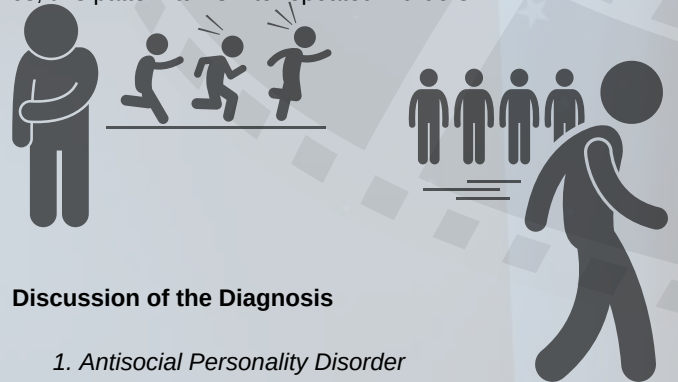
He experiences a chronic and intense state of unhappiness. He always feels miserable and unhappy and does not enjoy life.

He has a history of hospitalization. He expresses that his time in the hospital is more positive.

Arthur can't control his anger and resentment. At the beginning of the film, this is seen when he hits his head against the glass, kicks and damages things during stressful times. In the following scenes, this pattern turns into repeated murders.

Predicted Diagnoses

- o Antisocial Personality Disorder
- o Schizophrenia
- o Depression



Discussion of the Diagnosis

1. Antisocial Personality Disorder

Arthur is initially a shy and passive person. He experiences sudden bursts of anger in daily life. He commits repetitive actions leading to a criminal arrest, which started with killing 3 people after he was severely beaten. He explains to the hospital staff that he does not regret this incident. Following his first murder, he kills Murray, whom he describes as "bad" and thinks he deserved it, on a live broadcast. However, he commits his last murder for no reason. It is thought that this situation can be classified as an antisocial personality disorder. He does not care about his own safety and the safety of others, does not feel guilty or regret what he has done.





2. Schizophrenia

Growing up with a mother with delusions and other environmental stressors are thought to trigger this condition.

It is thought to be grandiose erotomania-type delusions. He particularly believes that Sophie is his lover and that she sees Arthur as Gotham's savior. He has fantasies about how good a son he is when he takes the stage on Murray's show. In another scene, he gets caught up in his mind and actually attempts to shoot with the gun in his hand. He also believes that a show he performed on the stage was applauded and praised despite its unsuccessful conclusion. He has delusions that he is the savior people need, a funny person, and a successful dancer.

He shows anhedonia and asociality as the negative symptoms of schizophrenia. A decrease in emotional involvement, not enjoying life, and unhappiness are experienced intensely. He explains his meaningless life with the statement "I hope my death will be worth more than my life". He lives an asocial life, he has no friends and no one he is close to. Going to comedy shows is among his limited entertainment tastes.

Because of his delusions, his adjustment and functioning level were severely affected. His ability to evaluate reality is impaired. He is unaware of his condition and lacks insight. When Sophie does not recognize him, he is able to refer back to the past and realize that these actually occurred in his mind. This scene suggests little insight on his part.

3. Depression

For the diagnosis of schizophrenia, a diagnosis of depression disorder with psychosis features should be excluded. However, in the case of Joker, this distinction cannot be made definitively. Joker shows depressive symptoms but does not meet the diagnostic criteria for depression. He has trouble sleeping, can choose strange (entering the refrigerator) places to sleep, cannot enjoy life, and reports this to his regular social health worker many times. Generally, he gives agitated reactions. Sentences such as "I did not know what happiness is even once in my damn life" and "I hope my death will be worth more than my life" explain he considers life as meaningless.

CONCLUSION

Although we do not know the genetic factors, it is very difficult for a young child to grow up with a mother who has psychosis and narcissistic personality disorder. He had to live with a mother who always believes she is right, is selfish, does not admit her mistake, and is often critical and accusing. We can guess that in Arthur's childhood, the basic need for freedom of expression of his needs and feelings was not met. For this reason, he is very shy and does not possess social skills. He is always looking for love and approval but somehow cannot find the love he is looking for. After learning about her mother's condition and confronting his childhood, he experiences great change. The masked depression and shy condition leave their place to the symptoms of antisocial personality disorder and schizophrenia. In addition, when the effects of traumatic events and environmental factors that he experienced as a child and adult are evaluated, it is thought that schizophrenia may have prodromal effects such as depression and hopelessness in Arthur. At the same time, antisocial personality disorder patterns are seen in addition to these. Arthur is now Joker who is (extremely) noticed by everyone as he has always wanted.



Is the Carbon Tax Sufficient to Protect the Environment?



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We can call sustainable development is a planning for TODAY and FUTURE in which the quality of life of future generations taking into account by preventing excessive use of natural resources. The industry-oriented growth and understanding of development that prevailed in the past have led to the ignorance of environmental protection. Thus, the damage to the environment has grown over the years. In the 1990s, sustainability discussions started, and a series of measures have been planned and implemented by states and supra-state institutions.

One of the measures taken in this context is the implementation of the carbon tax. The increase in greenhouse gas emissions, which is the most important cause of environmental damage, was become a current issue in the Kyoto Protocol. After the awareness was created, states started to put economic sanctions as a precaution into action. One of them is the 'carbon tax'. In addition, in the context of the European Green Deal, the EU has stipulated countries that will trade with it to minimize carbon emissions in the production process and have implemented the necessary trade measures.

The carbon tax is a tax type charged by producers and organizations in proportion to the carbon emission generated during production. In this way, it is thought that there will be an incentive to reduce carbon emission and use renewable energy since the taxpayers who will damage the environment will pay the price.

In Switzerland, Denmark, Sweden, Poland, and Germany where the carbon tax is implemented, carbon emission is known to show a decreasing trend between the years 1990-2017. However, carbon emissions increased during this period in Turkey due to the lack of application of the carbon tax.

Turkey has started to take economic measures to prevent environmental destruction by charging plastic bags, and it has been successful in deterring consumers. But other respondents of environmental damage are producers. Turkey's implementation of the carbon tax will reduce the destruction of the environment and hinder the disruption of its foreign trade relations with the EU. This way, our country will be one step closer to achieving the goal of sustainable development.

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THE IMPORTANCE, STRENGTHS AND AREAS OF DEVELOPMENT OF FAMILY BUSINESSES

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Family businesses play particular roles in free economies. Statistical studies show that family businesses generate 49% of the gross domestic product in the United States and 75% in many other countries. According to data from studies, family businesses employ at least 75% of the working population worldwide. 37% of Fortune 500 companies and 60% of listed companies in the US are under family control. Family businesses have importance in the Turkish economy and the economies of other countries. Studies have shown that approximately 95% of all corporations in Turkey are family businesses, and for small and medium-sized enterprises that are socially and economically valuable, this rate rises to 98.8%.



When we compared the performance of family businesses to non-family enterprises, it is seen that family businesses in the USA have a greater annual return on assets of 6.65%. The situation is no different in Europe. Family companies outperform other companies between 8% and 16% in terms of return on capital. These figures well summarize the contribution of family businesses to the world economy.

Family companies also play a significant role in the creation of new business areas. If policymakers around the world are willing to cope with the high level of unemployment resulting from the global crisis, they should attach importance to the family businesses and provide incentives that will enable family businesses to invest.

Family businesses have many structural features that create a competitive advantage. When family businesses use these features correctly, they can be long-lasting. Yet every positive qualification also has negative side effects. It is crucial to employ decent management mechanisms that will eliminate unfavorable effects while embracing positive features.





Having the company ownership and the responsibility of the management in the same person (especially in small companies) brings about a critical advantage in being agile in bringing the product to the market. Concentration in the partnership structure, i.e. the concentration of company shares in the hands of one or few people increases the efficiency of the company and helps to adopt a longer-term perspective in investment in innovation and people. The fact that family companies are customer-oriented and serve niche markets increases the return on their investments. The desire to protect the family name and reputation transforms into a higher quality product/service, making a positive contribution to the return on investment. The interaction of family management and family partnership, which supports tenacious capital, leads to the knowledge transfer from one generation to the next and results in rapid adaptation to changing market conditions. Family companies can take advantage of opportunities missed by other companies by making quicker decisions. Interdependent families move quickly in business life and can make quick decisions.

On the other hand, 85% of new family business ventures disappear in the first five years. 30% of living family businesses are successfully run by the second generation of the founding family. It is thought that the situation is not different in Turkey. This high failure rate means wasting job opportunities in many societies. The main reasons for the failure of family businesses can be classified as follows:

Family businesses may experience shared ownership, management, and family-based role conflicts. The aims and principles of family, company, and management may differ from each other. This conflict reduces the performance of the business and the advantages listed above. A family member can take on the roles of entrepreneur, manager, shareholder, and family member. Defining the boundaries of these roles in the family business is extremely important to minimize conflict. Which role will come to the fore in which situation should be well defined? It is crucial to define the roles of the people well right from the start. While it is essential to make a logical decision in company management, family business owners act with their emotions from time to time as they have more than one role in the company. Successfully optimizing the disparate goals of the closely related ownership, management and family systems to that of the overall system is the secret to success in this business.



The upbringing of the new generation and the management transfer to the new generation have a strategic role in the family businesses. There can be hundreds of reasons for a company to fail. However, the most common reason for family businesses to be unsuccessful and short-lived is that the new generation does not emerge according to a plan and management can not be transferred to the new generation on time. If the purpose of the family business is to live for many years, the managerial development process of the new generation must be planned and implemented.

If family businesses aim to be successful and long-lasting, unsuccessful and incompetent family members and employees should be removed from the corporation. Professionals outside the family who are talented and create added value should be employed. In this way, companies will be both healthy and managed under family control. Ensuring the participation of successful managers from outside to the family business and the encouraging methods to prevent these professionals from leaving the company plays an essential role in institutionalization.

Today, the competitive environment is changing rapidly. Businesses that adapt quickly to this change and have a strategy will be successful and survive. A study conducted in Turkey states that slightly more than half of the family businesses have a written vision and strategy. Keeping up with changing competitive conditions is equally important for family businesses and other businesses. However, it is more difficult for family businesses to make a strategic plan and implement it successfully because the goals and objectives of the family and the entities are often different from each other. If the differences are eliminated, a successful and applicable strategic plan can be implemented.



Indeed, companies that are flexible, in line with the company strategy, and have a strong culture show high performance in the long run. If the culture is not resilient in a time of change, a strong culture can work against the company and cause it to disappear. Considering the weight of the founders on the family and the business in family companies, it is inevitable that the change process will be very inconvenient and problematic. Every generation has a leadership mission. While the founders created the company from the beginning, the second and future generations take the task to prevent a possible family conflict by managing change and growing the business when the market is saturated. It is essential to manage the change process well for the continuity of the institution.

As a result, family businesses have significant positive features. The secret of success lies in preserving the positive traits and managing the negative traits well.

THE GLOBALIZATION OF POVERTY

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Globalization is a multidimensional concept that takes place in economics, political, social, and cultural areas. For this reason, it does not have a general definition adopted by all, and it includes various discussions. We can explain globalization, which has a broad definition also in regard to economics, in the simplest way as an effort to give the world a new identity. While this effort is adopted by some parties as a sacred goal that benefits all countries, according to others it is a phenomenon that creates asymmetrical results between countries. The view advocating globalization argues that the efficiency of resources is ensured and trade and development become widespread. According to the opposing view, globalization is a set of practices that developed countries dictate to developing and underdeveloped countries to increase their market shares to maintain the capitalist system. From this point of view, globalization triggers many problems such as poverty, income injustice of distribution, and environmental pollution in the world. Especially since the 1980s, the wave of globalization surrounding the world has affected all countries, but these effects have not produced the same results in every country. While opportunities due to globalization have increased in some countries, there has been an increase in risks due to globalization in some countries.



So, which side can be considered more correct in the debate of globalization? Are globalization discourses supported by economic and social indicators? While searching for answers to these questions, the main point to be examined is whether globalization benefits all parties at the international level. Surely, there are some benefits that globalization provides to large masses in several areas. However, in today's world, it is obvious that all parties do not gain and fairly benefit, and the creation of such a perception is to paint a utopian world that is too far from reality. So, there are winners and losers in this game, and identifying these parties is crucial to understand the background of globalization.

In his book *Kicking Away the Ladder*, Ha-Joon Chang argues that today's developed countries do not grow through the free market and free trade policies, which are the main components of globalization, as they claim. The beginning of the development strategies of these countries is based on protectionist policies. Developed countries have spread the globalization discourse and set determined conditions for the implementation of neo-liberal policies in cooperation with the International Monetary Fund (IMF), World Bank (WB), and World Trade Organization (WTO). These countries presented their success stories to developing countries in a different scenario as "benefits of globalization and neo-liberal policies for all". Chang argues that developed countries prevent the progress of other countries by not allowing other countries to use the ladder they climbed in their development processes. In this context, it is usual to be skeptical of the development prescriptions that the orthodox economic channel serves to industrial countries with the promise of globalization.



Michel Chossudovsky, who adopts a similar approach, argues in his book *The Globalization of Poverty* that the efforts of developed countries and international organizations to restructure the global economy are a process imposed on developing and underdeveloped countries rather than providing them with opportunities. He points out the internationalization of macro-economic reforms and the role of Bretton Woods institutions such as the IMF, WB, and WTO in the persistence of poverty as an unresolved problem. The rules set by the WTO in some fields such as international trade, foreign investments, and intellectual property rights are highly controversial for the progress of developing countries. As a result of the budget discipline, devaluation, commercial and financial liberalization, and privatization policies offered by the IMF to debtor countries, it has become difficult for developing countries to maintain their economic independence. Each country has unique dynamics, but the structural adjustment programs offered to underdeveloped countries have been applying uniformly.

As international organizations and multinational companies have expanded their fields of activity, the processes of commercial globalization, financial globalization, and globalization in production have accelerated. It has become possible to integrate these countries into the global system through loans and borrowing. To support structural reforms, these institutions played a significant role in reducing labor costs in countries that could not complete the development process, reducing production in the domestic market and directing it to foreign markets, and expanding the production of global companies in these countries through privatization and agricultural subsidies. The removal of trade restrictions and investment barriers through economic integration has weakened the local productions of developing and underdeveloped countries by providing a broader scope for global initiatives. The local currencies of these countries began to destabilize, their purchasing power began to decrease, and their debts began to increase. In some economies, crises broke out (such as 1994 Mexican and 1997 East Asian Crises). Moreover, education and health services have weakened, and environmental degradation has increased. All these are factors that deepen the current poverty.

The poverty was measured in monetary terms by the World Bank, and the poverty level was determined as \$1.90. According to 2011 purchasing power parity (PPP), the proportion of the population with a daily income below \$1.90 has started to decline since the 1980s. The rate, which was 42.7% in 1981, decreased significantly over the years and became 9.3% in 2017. However, considering that this poverty line does not reflect the correct results when uniformly applied for all countries at different levels of development, the need to rearrange the poverty line has arisen. According to the PPP, the poverty line was determined as \$3.20 per person per day for the lower-middle-income group and \$5.50 for the upper-middle-income group. Based on the \$1.90 limit, global poverty has been reduced by more than three times since the 1990s, but if the \$3.20 limit is used in the calculation, the figure is seen to be only half of it. If the \$5.50 limit is accepted, it is determined that poverty decreased by only one-third. When these calculations are made for countries, a negative chart is encountered. Multidimensional social poverty rates are obtained by adding social indicators such as education and health to absolute poverty calculations. With this calculation, while the population living at the poverty line was 44% in 1990, it reached a high level of 28% again in 2015 (Arabacı, 2019). When made calculations according to the new poverty lines and the multidimensional poverty index developed by WB in 2018, it is seen obviously that the previous optimistic estimates do not fully reflect actual poverty and that poverty is still an unresolved international issue.



Poverty is not a phenomenon that can be handled only in monetary terms to meet the most basic needs. The quality of various indicators such as education, health, and living standards are also included in the definition of poverty. Based on these indicators, the United Nations Development Program (UNDP) has undertaken the multidimensional measurement of poverty. The Human Development Index (HDI), developed for this purpose, provides the opportunity to make a broader analysis of the poverty levels of countries. However, it should be noted that all these calculations do not fully reflect the conditions of people struggling with poverty.



One of the significant issues that should not be ignored in the globalization discussions and poverty is income distribution. Nobel Prize-winning economist Joseph Stiglitz has done valuable work on globalization and the role of actors in poverty and income distribution. Although the negative influences of the globalizing financial system on income distribution are discussed only for the USA in the book *The Price of Inequality* indicates that the crucial problems are valid for the globe. The fact that the wealthiest 1% continues to get richer, and the gap between the remaining 99% continues to increase. This triggers the divided society structure. Therefore, increasing income inequality poses a serious threat to poverty on a global scale. Another important aspect is the distribution of trade. According to the UNCTAD 2020 Report, the first 15 countries with the largest share in world trade have 77% of total exports and 77.5% of total imports. A large part of this high trade volume is the trade between developed countries. The share of developing and underdeveloped countries in global trade is 28%. The margin of least developed countries in global exports is only 1%.



When considering the connection between the core and peripheral countries with all these indicators, it is possible to say that the potential for divergence is much stronger than convergence. If we consider the facts of global system gaining a solid place with the abandonment of the nation-state understanding and the removal of economic borders, and the concentration of capital in the hands of a minority within and between countries, the effects of neoliberal structural adjustment policies and the role of global institutions as a whole, it becomes clear that the process of fighting poverty is not carried out effectively. The objectives of the global powers to maintain and advance their economic, political and military superiority have caused the globalization process to evolve from natural progress to a directed one. It should not be ignored that international scale organizations such as the IMF, WB, and WTO produce policies in line with the global goals of developed countries (Karagül, 2010).

[Click to access references.](#)



ARE ACADEMIC RESEARCHES GETTING HARDER TO UNDERSTAND?



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The evolution of scientific papers has been a matter of curiosity for some researchers. Therefore, scientists from the Karolinska Institute in Sweden examined articles in medicine and biology covering 1881 to 2015. These articles were collected from 122 journals. In addition, they made over 700 thousand summary reviews. Accordingly, they measured the change in the language used in the articles with parameters such as the number of syllables in words and the number of words in sentences.

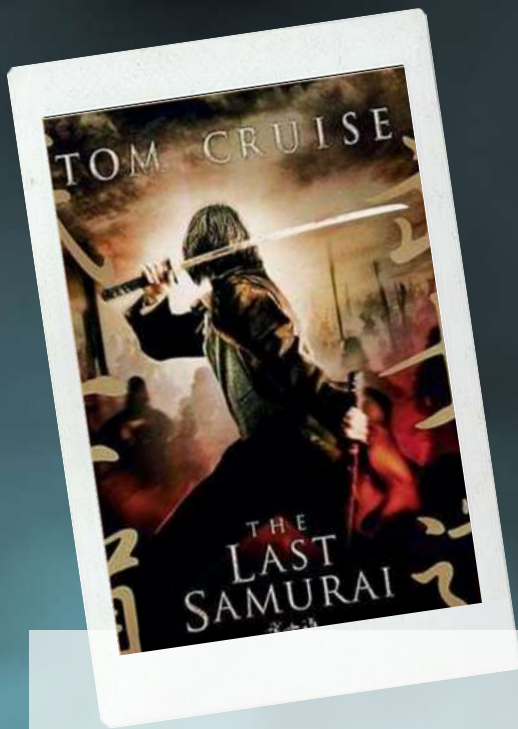
In addition, one of the exciting and essential parameters was the number of "complex words" per sentence. A "hard word" was defined as words that fell outside the three thousand commonly used words. According to this method, the intelligibility of the articles decreases as the number of syllables in words, the number of words in sentences, and the number of complex words per sentence increase. According to these data, it is seen that the intelligibility of the articles published from 1881 to 2015 gradually decreased. This situation parallels the increase in the scientific dialect used in articles. However, scientists in the study "The Readability of Scientific Texts is Decreasing Over Time," which is the primary source of Özgür Genç's subject, state that the increasing prevalence of science dialect is not just about expressing new scientific concepts. Therefore, they emphasize that the articles becoming less comprehensible is also proportional to the choice of words by the authors.

The prevalence of the opinion among scientists that a grandiloquent language will make an article more attractive and practical is making articles less understandable. Especially young academicians reinforce this tendency by imitating their teachers or others instead of using their writing skills.

Therefore, this study of Swedish researchers also analyzes the problem of explaining science to the public. In this case, scientific knowledge becomes less accessible to society. According to the researchers, the consequences of this situation include critical factors such as a decrease in scientific literacy and a weakening of children's interest in science.

[Click for the full study.](#)





HAVE YOU EVER THOUGHT THE **LAST SAMURAI** IN THIS RESPECT?

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The Plot of The Movie

The film is about Japan in the 1870s. Captain Algren is assigned by the American army to train the nation's first modern army to suppress the samurai rebellion. During the training, he comes face to face with the group of Samurai and is taken as a prisoner. The leader of the Samurai, Katsumoto, is impressed by Captain Algren during the war and takes him where the Samurai live. He doesn't kill the captain to get to know his enemy better. Algren stays in the Samurai town from July 1876 to May 25, 1877, and has the opportunity to get to know the Samurai culture closely. During his time with the Samurai, Algren learns their traditional war tactics and even begins to act like a Samurai. When Japan's modern army and the Samurai come face to face in May 1877, Algren needs to make an important decision. In the end, Algren chooses to fight for the Samurai as opposed to the Empire of Japan.

- Captain Algren experiences culture shock as he gathers information about the Samurai from the Empire of Japan. He acts from an ethnocentric point of view, from traditional war tactics to war clothes.
- During his stay in the Samurai town, Algren passes through a socialization process to understand the culture. Since he does not know the language of the samurai, he cannot communicate and understands that it is necessary to learn the language to communicate.
- Captain Algren observes the combat training of the Samurai and tries to participate in their training; however, he is not accepted by the Samurai people because he is a foreigner and is treated as an "outsider."
- Captain Algren takes notes of his observations related to Samurai culture.
- Captain Algren tries to increase his contact but the group does not accept him for a long time. One day, while examining the training of the Samurai, Captain Algren is given access to the group by the clan leader Katsumoto (the key person).



- Captain Algren's interest in the Samurai increases as he attends training with them. Since he has been in the Samurai culture for a long time, he learns the culture and language, becomes local, and acts like an "insider." For example, he wears the person he killed while participating in the war and internalizes the rituals, customs, and traditions of the society he lives in. The captain asks unstructured questions to get to know the culture. These are questions that develop spontaneously and are friendly conversations in the natural flow of interaction. In this interaction, the other person may not be aware that he is being interviewed. He uses the "probing" technique when asking questions and pays attention to asking in-depth questions.
- Captain Algren takes on roles and duties over time, gains status as he participates in the community for a long time, and develops reciprocal trust with the Samurai.
- Algren assimilates as he participates and begins to behave like a Samurai instead of an American soldier. He protects the Samurai against the Empire of Japan. The changes within the character occur because of the experienced social interaction, harmony, and cooperation.
- According to Captain Algren, Samurai means "to serve" (like the experience concept). He learns this while he becomes a member of the group.
- When Captain Algren travels to Tokyo, he is asked questions about the Samurai by the Empire of Japan and American soldiers, however, the captain pays careful attention to the privacy of the information and does not share information about the Samurai due to ethical rules.

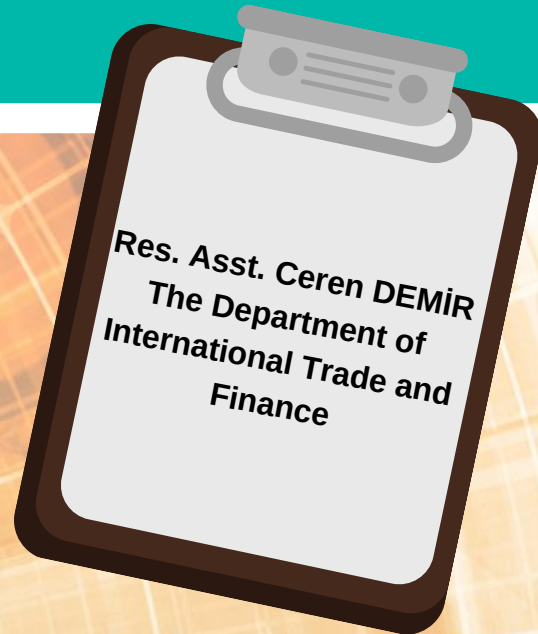


- He respects the poem written by the clan leader Katsumoto. Besides, as a researcher, Algren respects the ideas, knowledge, abilities, cultural codes, basic cultural values, and norms of the society that he researches. Avoids attitudes and behaviors that will create a reaction and cause a disturbance.
- At the last stage, he delivers field notes consisting of his observations and interviews to the journalist. It ensures that the results of its research are shared with the public and that society is informed and awareness is created on the subject.
- Captain Algren takes a tour with the samurai soldier next to him to get to know the community better, and while observing the behavior of individuals during this tour, he expresses the following thoughts: "Everyone is polite, everyone smiles and greets. But beneath their kindness, I sense deep feelings." This idea suggests the understanding of the qualitative research method, which aims to reveal the meaning behind people's behaviors.



UNITED NATIONS HUMAN DEVELOPMENT REPORT 2020

The 2020 results of the Human Development Index published by the United Nations Development Program (UNDP) have been published. According to the Human Development Index (HDI) assessments, in which 189 countries were taken into consideration last year, countries were ranked within the framework of very high human development, high human development, medium and low human development categories. In the rankings, it was observed that Norway was able to maintain its leadership in many areas. On the other hand, Niger was the last country, ranking 189th in the measurement. Turkey has managed to enter the category of countries with very high human development level, ranking 54th according to the 2020 Human Development Report. However, there are parameters that need to be covered for Turkey to rise from the last ranks to the top ranks in its category.



HDI RANK	Lost health expectancy	Physicians	Hospital beds	Pupil-teacher ratio, primary school	Primary school teachers trained to teach	Schools with access to the internet		Programme for International Student Assessment (PISA) score			Vulnerable employment*	Rural population with access to electricity	Population using safely managed drinking-water services	Population using safely managed sanitation services
	(%)	(per 10,000 people)	(per 10,000 people)	(pupils per teacher)	(%)	Primary schools	Secondary schools	Reading ^b	Mathematics ^c	Science ^c	(% of total employment)	(%)	(%)	(%)
	2019	2010-2018 ^a	2010-2019 ^a	2010-2019 ^a	2010-2019 ^a	2010-2019 ^a	2010-2019 ^a	2018	2018	2018	2019	2018	2017	2017
52	12.6	401	71	21	-	-	-	479	488	478	5.4	100.0	76	77
53	12.1	51.9	106	19	100	87	91	474	472	471	3.3	100.0	95	87
54	13.5	18.5	29	17	-	-	-	466	454	468	27.0	100.0	-	65
55	13.0	50.8	24	11	100	100	100	427	418	426	24.3	100.0	-	-
56	12.0	40.3	75	15	-	-	-	420	436	424	7.8	100.0	97	64
57	13.5	15.7	23	22	99	-	-	377	353	365	34.2	100.0	-	-
58	12.4	20.1	30	19	90	-	-	-	-	-	14.1	100.0	-	-
58	12.5	24.8	60	14	76	-	-	-	-	-	15.8	100.0	-	-
60	12.4	20.0	15	10	100	100	100	-	-	-	2.6	100.0	90	-
61	12.1	71.2	29	9	95 ^a	100	100	380	398	383	49.1	100.0	80	27
62	13.4	28.9	11	12	94	59	61	426	402	416	21.1	100.0	94	-
62	12.5	15.4	19	12	97	97	96	415	440	438	21.6	100.0	93	89
64	13.8	26.5	20	9	79	-	-	-	-	-	11	100.0	100	100
64	12.4	31.1	56	14	56	-	-	439	448	440	24.3	100.0	75	25
66	13.7	25.3	34	16	100	27	91	-	-	-	16.2	100.0	-	-

In the measurements which are made, indicators on fields such as education, health, and economy were examined. Along with these categories, there are many indicators such as the number of doctors for population, hospital beds, internet access in schools, the percentage of teachers per student in primary and secondary schools, PISA test results, vulnerability in unemployment rates, access to electricity in rural areas, access to clean water and many more. According to these indicators, Turkey ranks 54th among 56 countries in the very high development category. It is observed that the gap has opened with Norway, the first in its group, especially in the "health" and "education" categories. In order for Turkey to maintain its advantage of being in the first group in this measurement, which includes 189 countries, it needs to continue its investments and improvements in the categories that need attention. Countries that follow Norway are Ireland, Switzerland, Hong Kong, Iceland, Germany, Sweden, Australia, Netherlands, Denmark, Finland, Singapore, United Kingdom, Belgium, New Zealand, Canada, United States, Austria, Israel, Japan, and so on.

A SOCIOLOGICAL ANALYSIS ON MARRIAGE AND DIVORCE

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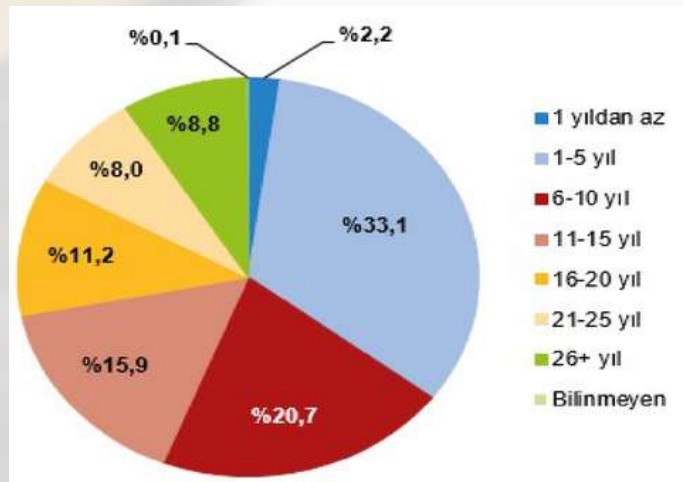
As it is known, for sociologists, the smallest unit of a society is the family. If the family is strong, society is also considered strong. With industrialization and urbanization, significant changes have occurred in the family structure and functions. These changes have reached dimensions that radically affect family values with globalization. However, the family continues to exist as a social institution that is indispensable and has no alternative. However, it is seen that divorce, which is a social problem in our country as well as in the Western world, has increased significantly in recent years.

According to TÜİK data (2021), while the number of married couples was 542 thousand 314 in 2019, it decreased by 10.1% in 2020 to 487 thousand 270. While the number of divorced couples was 156 thousand 587 in 2019, it decreased by 13.8% in 2020 to 135 thousand 22. Compared to 2019, there was a significant decrease in married couples, especially in April (68.7%) and May (61.6%) of 2020. It is seen that the main reason for this decrease is the pandemic that affects our country as well as the whole world.

For 2019 and 2020 quotes from TÜİK (2021) data, marriage and divorce figures show that approximately one out of every three marriages ended in divorce. Moreover, these divorces occur in the first years of marriage, especially in the first five years. Therefore, when the gradual increase in marriage duration and early divorces are evaluated together, it is understood that the marriage period is decreasing in our society.

According to TÜİK (2021) data, approximately one-third (35.3%) of divorces in our country in 2020 occurred in the first five years of marriage, and about one-fifth (20.7%) occurred within 6-10 years of marriage. Therefore, we can say that more than half (56%) of divorces took place in the first ten years of marriage. For this reason, especially the first five years of marriage are considered as "critical years." Therefore, while expressing the increase in divorce rates in our country, the statements like "divorce are now fashionable" point to social reality.

Graphic-1: Rate of Divorces by Length of Marriage, 2020



Sources: TÜİK. (2021). Marriage and Divorce Statistics, 2020.

People do not marry to get divorced but generally to share a life with their chosen spouse and be happy. However, as much as marriage, divorce is also a social reality. Divorce is, first and foremost, a legal phenomenon. However, it is not sufficient to consider and explain divorce only from a legal point of view because, like marriage, divorce also needs to be socially approved and have a legal basis. Divorce does not only affect spouses but also affects society and social order. It is a social reality that the parties and the children who have to live separately from at least one of the parents are directly affected by the divorce. As a matter of fact, according to the data of TÜİK (2021), 124 thousand 742 children were affected as a result of divorce cases that were finalized in the last year (2020). It is seen that about one-fourth of those children were given custody to the father (24.2%) and three-quarters to the mother (75.8).

These data on children represent only the tip of the iceberg. Accordingly, marriage and divorce are legal processes and multidimensional universal phenomena that include actions with social meanings and cultural values and require consideration in a broad context.

CULTURE- ARTS- LITERATURE

FREUD, DALI AND METAMORPHOSIS OF NARCISSUS

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- There is only one difference between a madman and me. The madman thinks he is sane. I know I am mad.

Metamorphosis of Narcissus, is an artwork made by Spanish Surrealist Artist, The Mad Genius of Art, Salvador Dali in 1937. It was part of his paranoid-critical period and exhibited at the Tate Modern. It is known that the origin of the word narcissism is based on this mythological character named Narcissus.

Echo, a very beautiful girl. One day she sees an extremely handsome hunter named Narcissus. Echo falls in love with this young hunter at first sight. However, Narcissus does not care about her love and ignores the fairy girl. In the face of this situation, Echo falls platonically in love. She dissolves day by day and eventually dies. Echo's bones turn into rocks, and her voice echoes in these rocks. Finally, Narcissus falls in love with his "reflection" in the pool and is infatuated. He can never take his eyes off himself and adores his own beauty. When Narcissus tries to reach himself, he angers the gods. Finally, the gods immortalize Narcissus as a flower. This mythological story takes place in *Metamorphoses*, the work of the Roman canonical (Greek law, rule) poet named Publius Ovidius Naso.

This story, which has a mythological history of narcissism, is said to take place on Mimas Mountain in present-day Karaburun. The *Metamorphosis of Narcissus* is Dali's interpretation of this mythological story from a surreal perspective and is considered the pinnacle of Salvador Dalí's success as a Surrealist. Dali used reflective double images in his work. Narcissus, who was perceived as if he had turned into a stone and put his head on his knee while waiting desperately to reunite with himself in the form of a statue, is actually a reflection of the gray hand format (holding the egg in his hand). In the figure of a hand holding an egg, Dali deftly handles two contradictory themes. The egg and flower symbolize the creation of new life, while the hand that carries them is already cracked, ossified, and dead. The use of the dual image in the work stemmed from the paranoid critical method that Dali had been developing since the early 1930s. He described it as a form of "reasoning delirium" that he aimed to distort the dividing line between illusion and reality. The *Metamorphosis of Narcissus*, however, contained much more complex elements as it was closely linked to the artist's interest in psychoanalysis. Dalí is a big fan of Sigmund Freud, the founder of psychoanalysis, which can be counted as one of the reasons for this style.

Bonus: Great Photographer Ara Güler captured the photo of the Mad Genius.

THE MYSTERY OF THE GIRLS WITH PEARL EARRINGS



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The Department of International Trade and Finance

Let's briefly introduce the Girl with a Pearl Earring, one of the most famous and valuable paintings in the world.

Dutch Baroque painter Johannes Vermeer (1653–1675) painting "Girl with a Pearl Earring" on display in the Lahey today is also called the Mona Lisa of the North or the Dutch Mona Lisa. The mystery of the painting, which was made in about 1665, is still unsolved. It was purchased at an auction in 1881 by Dutch collector A. A. Des Tombe for around \$200 in today's currency, the current market value of this painting is almost incalculable. Over the years, issues such as who the model in this painting is, what emotion she reflects, whether she is laughing or saying something have been discussed among art lovers for a long time. These discussions even led to the writing of a fictional book, *Girl with a Pearl Earring* and a movie.



The accentuated contrast between brightness and darkness in this picture is called *chiaroscuro*. It comes from the Italian words *chiaro* (bright) and *oscuro* (dark). This technique is present in most of Vermeer's paintings. The artist also made use of a device called the *camera obscura* (Latin for "dark room"), a device that works on the same principle as a photographic camera and projects the image of a scene onto a drawing or painting surface, in nearly every painting. This tool was used long before cameras and it also served to transform a three-dimensional object into a two-dimensional one. The reflections of Vermeer techniques can also be seen in the painting, *Girl with a Pearl Earring*. On the other hand, this painting contains a special meaning for Vermeer, the reason of which is not fully known. Despite working with limited resources, the artist never tried to sell this painting. The pearl, which is the focal point of the painting, was not a real pearl in the conditions of the period and the painter. The earring was likely a piece of glass that had been polished to look like pearls. But semantically, it is a symbol of purity; it also represented the Moon, femininity, and spiritual wisdom. Its round and heavy appearance was again achieved with light techniques.



WHY IS AVRUPA YAKASI SUCCESSFUL AND STILL BEING WATCHED?



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Avrupa Yakası, created by Gülse Bırsel and ran for six seasons on TV from 2004 to 2008, is still very popular with its episodes on Youtube even though it has been 12 years. The total number of Youtube views of the series is close to 700 million. There are many fans on social media saying that they still watch the series at breakfast, friend meetings and even in the traffic. So, why is Avrupa Yakası still popular and people ask for a remake?

First of all, it has been difficult for a sitcom, which catches the current agendas, makes the audience laugh, satirizes, and has applied screentime to find a place for itself within the TV broadcasting understanding in recent years. However, laughing and having fun is a need like being fed. The main functions of humor include criticizing, entertaining, and making people laugh. One other reason why Avrupa Yakası is still watched is the fact that there are almost no other qualified sitcoms both in traditional and digital media with their characters, plot, and actuality. Apart from this, the "nostalgia culture" in society enhances the interest in TV series and movies of the past. The concept of nostalgia is described as "the feeling of taking refuge in the past as a result of the fear of change and patriotism."

If you remember, Avrupa Yakası was a TV series that appealed to families where everyone could watch together and laugh. The series presented a family, workplace, and neighborhood that somehow got along well with each other, and they did not polarize despite the various incompatibilities. So, is the success of the series related to the way it represents these incongruities? Or could this success be explained by the incongruity theory of humor?

Incongruity is an outstanding and ancient concept that goes back to Aristotle. Incongruity theory-one of the main theories of humor-describes a mental reaction to an unexpected, illogical or contradictory situation. According to Aristotle, when people encounter an unanticipated, contradictory circumstance, the mind can react with a laugh. In her work, Gülse Bırsel reflects the inconsistencies within us, and she is a writer who fictionalized inconsistencies without reproducing or rewarding them with the help of her skill. Some of the important characters include Burhan Altıntop, kind of a post-trickster character who despite being ignorant looks down on characters like him, Şahika Koçarlanlı, who is the vulgar and misfit boss of the fashion magazine with her bad dressing style, Volkan and Sertaç, who are the duplicitous duo of failed projects, and Selin, Makbule, Sacit, Kubilay, Dilber and many more. Each character has a lot of incompatibility with the social, psychological, physical space, and location. However, the audience does not witness Volkan, Burhan, or Şahika gain great victories. The magazine team consists of educated and well-mannered people, and they are aware of Şahika or Burhan's incompatibilities and act accordingly. The audience is just as conscious and above all of their schemes because Bırsel makes an extra effort not to reproduce the concepts of good-bad, right-wrong, educated-uneducated, beautiful-ugly in a negative way in the series' atmosphere where she presents a small prototype of a society. If you possess the positive aspects of these concepts, you will be laughing and having fun as a spectator, which is explained by the theory of superiority. As a result, Avrupa Yakası creates an intense sense of "nostalgia" for us and offers an entertaining world where we can overcome inconsistencies so we can say that it is successful and still being watched.

SOSYOCOM -SHELF



A BOOK GENDER AND POWER

Gender and Power, written by Robert William Connell in 1987, is one of the most important books produced in gender studies. The book is one of the primary sources of many academic studies published in gender studies and is also offered as a coursebook to students of gender studies. The book translated by Cem Soydemir from Ayrıntı Publications consists of four chapters: "Theorizing of Gender," "The Structure of Gender," "Relations, Femininity and Masculinity," and "Sexual Politics." The concept of gender, which expresses the meaning and expectations attributed by society and culture to be a woman or a man, is explained to the reader in Connell's book with comprehensive historical analysis from social, cultural, and political economy. According to Connell, every newborn child has biological sex. Only when one's gender ownership begins to grow that s/he encounters rules and patterns of behavior appropriate to their gender. Socialization factors such as family, media, group of friends, and school create environments in which people adopt rules and behavior models applicable for gender. Therefore, Connell states that gender regimes and gender order are shaped by the family, the state, institutions, and the street in a broader perspective. You can reach and read the *Gender and Power* book, one of its field resources, from our school library.

A MOVIE

A TALE OF THREE SISTERS (2019)



A Tale of Three Sisters, directed by Emin Alper, who has also directed the award-winning films including *Beyond the Hill* and *Frenzy*, has become popular again with its screening on Netflix. The film is a joint production of Turkey, Germany, the Netherlands, and Greece. With *A Tale of Three Sisters*, Alper, the director and the screenwriter of the film, has proved himself on his way to becoming an "auteur" director. The film is about the life struggles of three sisters, Reyhan, Nurhan, and Havva, who lost their mother at a young age. The sisters, who live in a village with their father, Şevket, are sent to Doctor Necati's house in the town to work as servants from an early age. They serve in the house at different time frames; however, all the sisters have some problems in the doctor's house and are sent back to the village. There are rivalry and arguments between the sisters since only one girl can live in the doctor's house as a servant. However, they all want to go because they want to get out of their father's house and the village. The film, which premiered at the 69th Berlin International Film Festival and competed for the Golden Bear award, won the Best Balkan Film Award at the Sofia Film Festival, the best director, and the best film awards at the 38th Istanbul Film Festival and 52nd SIYAD Awards. Cinema lovers, who cannot find the opportunity to watch the film in the cinema, can watch it before the show on Netflix ends. Enjoy the film!

A SERIES

SEINFELD

Seinfeld, known as the ancestor of comedy series such as *Friends* and aired nine seasons and 180 episodes on NBC between 1989-1998 in the USA, never goes out of style. Considered one of the best sitcoms of all times by many television critics, *Seinfeld* met the audience once again with the arrival of Amazon Prime in Turkey. The series, which is still watched by a large audience worldwide even though many years have passed since its finale, is about the life of Jerry Seinfeld, a comedian in a club in New York, with his friends George Costanza Elaine Benes, and Cosmo Kramer. Each episode of the show begins with a short screening of *Seinfeld*'s opening speech from his stand-up show, and the theme of the speech becomes the subject of that episode. The episode ends with *Seinfeld*'s closing speech in his stand-up show. The places where we are used to seeing the characters in sitcoms do not change in *Seinfeld*, either. Apart from the club, many events in the series take place in Jerry Seinfeld's house and in Monk's Cafe, where his group of friends spends time together. The series, which defies years, takes an average of 22 minutes. Jerome Allen Seinfeld, who plays Jerry Seinfeld, and Larry David, a director, writer, and comedian, are the project designers. The series has received many important awards such as Golden Globes and Emmys in best comedy series, best comedy actor, and best screenplay.



MOVIE REVIEW OF THE MONTH

The Man From Earth

Res. Asst. Bahri Mert DEMİR
The Department of Political Science and Public Administration

YEAR: 2007 / 87 MINUTES /
SCIENCE FICTION
DIRECTOR: RICHARD SCHENKMAN
WRITER: JEROME BIXBY
COUNTRY: USA
IMDB RATING: 7.9



"Clocks do not measure time, they measure themselves. The reference of a clock is yet another clock."

The Man From Earth; Professors from 6 different disciplines, including a historian, an anthropologist, a biologist, an archaeologist, a psychologist, and a theologian, came together to discuss humanity, development, science, religions, and philosophy through the story of history professor John Oldman, who claims to be 14 thousand years old. It is a particular movie with the interrogation and questions it raises.

The Man from Earth is written by Jerome Bixby and directed by Richard Schenkman. History professor John Oldman takes on the science fiction aspect of the film, which does not contain any extraordinary technological elements, unlike typical science fiction films.

John Oldman, a successful history professor, suddenly decides to resign and move to another city. Other professors from the university insist on finding out why John's farewell at an impromptu party at John's house. On the other hand, John says that he has decided to say goodbye to himself for the first time in his life and tells the reason for his farewell that will leave everyone in awe and his "long" life journey. John, who is 14 thousand years old and has stopped aging at the age of 35, immigrates to another city or country, creating

a new identity for himself every time the people around him suspect that he is not getting old.

The story of John stretches from the Sumerians to Hammurabi and Buddha, to Jerusalem with Buddha's teachings, to the Roman Empire, to unknown lands with Christopher Columbus, to Continental Europe, and finally to the Americas. The story draws the audience to other stories, ages, and events with the questions asked by five professors. In the front of John's story, the questions asked by the professors in the room are actually like the inner voice of the audience.

Is John's story from caveman to modern man true? With the "maturity of 14,000 years", John answers every question he is being asked to falsify and corner other professors' tales. The questions range from history to philosophy, anthropology, biology, theology, and history dating back to psychoanalysis.

Unlike K-Pax, the movie turns a corner at the end and gives the audience the answer they expect. The movie, which fits the known history of humanity in 87 minutes, deserves to be described as a "cult" movie as one of the most extraordinary examples of the science fiction genre.



Asuman Suner Hayalet Ev

YENİ TÜRK SİNEMASINDA AİDİYET,
KİMLİK VE BELLEK

BOOK REVIEW OF THE MONTH

NEW TURKISH CINEMA: BELONGING, IDENTITY AND MEMORY

Res. Asst. Erdem TÜRKAVCI

The Department of Radio, Television and Cinema

MASTHEAD

AUTHOR: ASUMAN SUNER
**PUBLICATION YEAR AND
PUBLISHER:** 2006, METİS
PUBLICATIONS

The book offers the reader an analysis of the "New Turkish Cinema," which emerged with the influence of the blockbuster films in the mid-90s with the cinematic understanding of new directors and survived the decadence. Suner begins the book by explaining why she placed the "ghost house" concept at the center of this period. Both popular and artistic films produced in this period are similar to the "ghosted house" as they unite on the themes of belonging, creating a universe that resists oblivion, reminds itself forcibly, and carries the past to the present. However, the author states that films have a sense of belonging that is idealized, longed for, remembered with a sense of nostalgia, and imagined because they establish a romantic universe and express that she uses the concept as to "imagine."

Suner's book consists of 6 chapters. The first chapter is titled "Childhood/Childishness: Nostalgia Cinema." The author analyzes the films where the countryside is fictionalized as a place of happiness and the films that the author classifies as nostalgia films. It reveals how the past is represented in the popular wing of New Turkish Cinema, how the social memory processes are handled or cleared through films *Eşkiya*, *Propaganda*, *Vizontele*, *Dar Alanda Kısa Paslaşmalar*, *Komser Şekspir*. In the second chapter, titled "Game/Defeat: Nuri Bilge Ceylan Films,": The author analyzes the films of Nuri Bilge Ceylan, whom she describes as an auteur through the concepts of countryside obvious image, game, and home. According to Suner, Ceylan takes a more questioning approach to concepts such as childhood and belonging instead of popular cinema's efforts to clear the past and transparent society.

The third part is "Vortex/Irony: Zeki Demirkubuz Films." Suner says that Demirkubuz is an auteur just like Ceylan and has internal consistency and a distinctly personal style in the films of *Masumiyet* and *Üçüncü Sayfa*, which include "tough stories." Suner also emphasizes that in these films, the countryside appears as a claustrophobic world. The fourth chapter is named "New Istanbul Image: Opening/Dilemma." Suner reveals how Istanbul, which has played a role visually, spatially, and thematically countless times in Turkish cinema's history, differs in the New Turkish Cinema period films. The author claims that Istanbul has become highly domesticated, almost turned into a kind of interior space, and serves as a background in *Yeşilçam* films. Still, it appears as an agoraphobic city in the new period, just like in Derviş Zaim's movie *Tabutta Rövaşata*.

Fifth chapter: "Journey/Homelessness: New Political Films." Suner reviews the films *Güneşe Yolculuk*, *Bulutları Beklerken*, *Hiçbir Yerde*, *Çamur ve Yazı Tura*. According to the author, these films focus on issues and circumstances in which the sense of belonging to a place or community is damaged, broken, or fragmented. It is also fictionalized as films that problematize the issue of "national belonging."

The book's last chapter is "Vasfiye'nin Kız Kardeşleri: Women's Silence in the New Turkish Cinema." According to Suner who stated that the characters in the films were fictionalized from the eyes of men, it is possible to find traces of Atıf Yılmaz's 1985 film *Adı Vasfiye* in many films produced in this period such as *Gemide*, *Laleli'de Bir Azize*, *Eşkiya*, *Uzak*, *Tabutta Rövaşata* and *Masumiyet*.

Undoubtedly, Asuman Suner's book is one of the most comprehensive and essential sources dealing with New Turkish Cinema in a social, political, and cultural context with the effect of its clear and fluent academic language apart from its detailed fictionalized sections.



TIME TO SOCIALIZE

Res. Asst. Zeynep ÖZCAN
The Department of Advertising

We choose "Archeology Museum in Hatay," "Troy Museum in Çanakkale," and "Stanford Air and Space Museum in the USA" for you this month from the virtual museums put into service by the T.R. Ministry of Culture and Tourism. [Click](#) for detailed information and other [virtual museums](#).

HATAY – ARCHEOLOGY MUSEUM

It is the largest mosaic museum in Turkey. There are many artifacts from Paleolithic, Neolithic, Chalcolithic, Bronze ages and Hittite, Hellenistic, Roman, Eastern Roman, Seljuk and Ottoman periods in the museum. There is also a worldwide coin collection in the museum. [Click](#) to visit the museum.



CANAKKALE – TROYA MUSEUM

The museum, which was included in the World Cultural Heritage List by UNESCO in 1998, is located at the entrance of the Ancient City of Troy. There are marbles, statues, sarcophagi, inscriptions, altars, milestones, axes, cutters, earthenware ceramics, metal vessels, gold, weapons, coins, bone objects, glass bracelets, ornaments, glasses, fragrance bottles, tear bottles among others in the museum. [Click](#) to experience the museum.

WEATHERFORD, USA - STAFFORD AIR AND SPACE MUSEUM

Thousands of items representing the evolution of aviation and space travels are on display in the museum. There are various objects in the museum such as the Titan II Rocket, space suits, and the space shuttle main engine. [Click](#) to visit the museum.



Events in Istanbul

In this month's issue, we have selected the Portraits Exhibition, Apostles and Painters Exhibition, and Anatolian Weights and Measures Exhibition from the events in Istanbul.

LÜTFİ ÖZKÖK - "PORTRAITS" EXHIBITION

The exhibition, which you can view virtually within Istanbul Modern, includes photographs of about 80 names that have shaped literature and art since the 1950s taken by the photographer Lütfi Özkök. [Click](#) to experience the exhibition with a virtual tour.



INTERSECTING WORLDS: APOSTLES AND PAINTERS

Interesting people in the history of diplomacy are featured in the selection created from the Suna and İnan Kıraç Foundation Orientalist Painting Collection. [Click](#) here to experience the exhibition at Pera Museum, which includes ambassadors and painters.



ANATOLIAN WEIGHT AND MEASURES

The Anatolian Weights and Measures exhibition, which is one of the three major collection areas of the Suna and İnan Kıraç Foundation, includes the main weights and measures that have been used in Anatolia since 2000 BC. [Click](#) to access the exhibition.



We have compiled the events in Istanbul in July for you. For event details, you can visit <https://kultursanat.istanbul/> and <https://kultur.istanbul/> web pages.

Istanbul in July...

Type of Event	Name of Event	Date	Place
Workshop & Training	Role Preparation Workshop with Aslıhan Kandemir	22.05.2021-30.09.2021	Online
	Role Preparation Workshop with Sueda Çil	17.04.2021-30.09.2021	Online
Concert	Ümit Besen	31.05.2021-30.09.2021	Online
	Camerata Barok Istanbul	25.03.2021-30.09.2021	Online
Movie Screening	40t Istanbul Film Festival	18.06.2021-04.07.2021	Various Locations
	Documentary of "The Poet in the House Like an Elephant"	01.03.2021-30.09.2021	Online
Exhibition	Yaşar Kemal Foundation Exhibitions	01.03.2021-30.09.2021	Online
	"Finding Healing in Istanbul"	19.06.2021-19.07.2021	Yenikapı-Hacıosman Metro Line - Approach Tunnel
Interview	"Theater and Woman+" / Matin Soofipour	21.05.2021-30.09.2021	Online
	Interview with the Masters	08.04.2021-30.09.2021	Online
Theater	"No One Talks About Those Things Anymore"	12.03.2021-30.09.2021	Online
	"10 Tiraths from 10 Classical Works" / Hamlet	09.05.2021-30.09.2021	Online
Performance	Bolshoi Theater Performance	01.03.2021-30.09.2021	Online
	Cirque du Soleil	01.03.2021-30.09.2021	Online



Street Flavors Series

THE TASTE THAT
CONFUSES MINDS WITH
ITS NAME: HISTORICAL
EYUP SULTAN
CASSEROLE

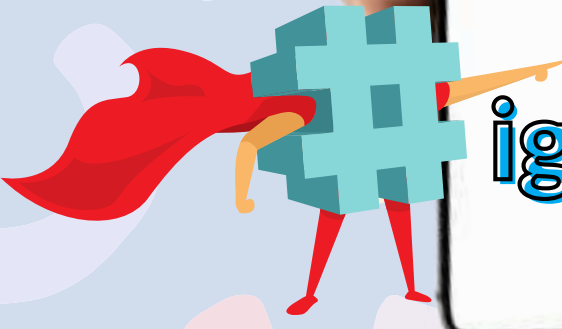
Res. Asst. Dilek EROL
The Department of New Media and Communication

Eyüp district is one of the most intense tourist attraction centres of Istanbul. The presence of Eyüp Sultan Mosque and Tomb here increases the religious importance of this region. Especially during the days and nights that have great importance for Muslims, there is a large crowd. Pierre Loti Hill, which is the second important stop in Eyüp, is one of the favorite places of tourists with its magnificent Golden Horn view. In addition to its historical and touristic richness, Eyüp deserves the title of being one of the flavor stops of Istanbul with its famous casserole.

Although Eyüp Casserole is not well known, it is one of the local flavors unique to Istanbul. When it comes to stew, the earthen pot in which meat dishes with vegetables are stewed or the food cooked in this pot comes to mind. However, Eyüp Guveci is a type of pita. When the first time it was made was called casserole because the pita was round. For the first time in Istanbul, an artisan named Aziz Pehlivan started producing casserole pita in Eminönü in the 1940s, and it became a unique taste of Eyüp with the pita shop opened under the name of "Eyüp Sultan Güveççisi" by a Karadeniz family in 1958. The second branch opened in Gaziosmanpaşa in 1966. It was named Karadeniz Casserole and Pide Hall.

Eyüp Casserole takes its flavor from the addition of onions without roasting and the variety of spices used in it. A pinch of parsley added to the stuffing adds a different flavor to the dish. When you go to Eyüp, if you take the pedestrian walkway on the left before reaching Eyüp Sultan Mosque, you can arrive at the Historical Eyüp Sultan Güveççisi. In this shop with 8-10 tables, you may have to wait in line to taste the famous casserole, but it will be worth it. It is recommended to drink ayran - a Turkish drink made with yoghurt - presented in a glass bottle. There are also many other stew shops in Eyüp. Historical Eyüp Sultan Güveççisi is a tasting stop identified with Eyüp district and has branches in other districts such as Bakırköy, Bahçelievler, and Fatih. It is also worth noting that this flavour is a very economical option.





iguconfesses

Korona tamamen biter ve yüzyüze eğitim kaldığı yerden devam eder..



Kampüsü diyorum, avcumun içi gibi bilirim.



Finalde çıkan soruları okuyorumdur ;
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Öldürmeyen Allah bitirme teziyle
sınıyor
@iguitirafetmek



#nostalgia

YAŞANILACAK
GÜNLER VAR



Güzel günlere..!



161 beğenme

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#

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We look forward to your participation
in our Instagram account named
"iguiisbf", where we share the latest
news from our faculty and university,
as well as your valuable family
members! ” —





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IGU FEAS family is on Twitter!
We are also on Twitter with news from our faculty, university, and you!

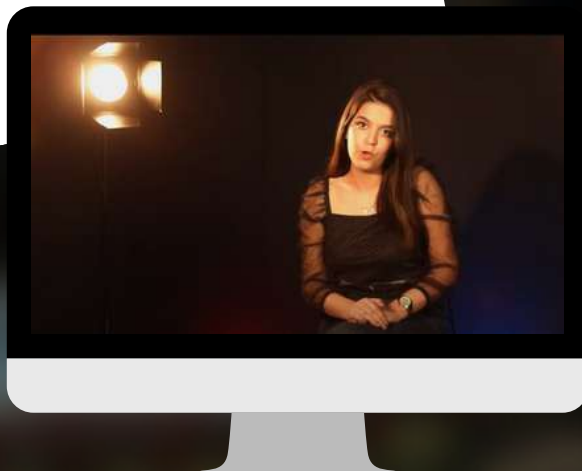


IGU FEAS on YouTube...

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ABOUT ACADEMIC LIFE



Final Report of the "Central and Eastern Europe: Challenges and Opportunities in the Post-Covid World" Webinar

Res. Asst. Merve AKBAYIR

The Department of Political Science and International Relations (EN)

ISTANBUL GELİŞİM ÜNİVERSİTESİ
"Webinar dili İngilizcedir."
SIYASET BİLİMİ VE DÜŞÜNCELERİ İLİŞKİLERİ ENLİŞİDE BÖLÜMÜ

Central and Eastern Europe: Challenges and Opportunities in the Post-Covid World

MODERATÖR
KATILIMCILAR

Viktorija Demydova
Tomasz Stępniewski
Bartosz Jóźwik

27 MAYIS 2021
Perşembe 14.00

igUSAM
Google Meet
QR Code

Political Science and International Relations (English) department of Istanbul Gelisim University organized and hosted a webinar titled "Central and Eastern Europe: Challenges and Opportunities in the Post-Covid World" on 27 May 2021, devoted to political and economic developments in Eastern and Central Europe. The webinar took place thanks to the efforts of the visiting scholars from the John Paul II Catholic University of Lublin (Poland) who joined the Department of Political Science and International Relations via Erasmus Plus teaching mobility program. Tomasz Stępniewski, Associate Professor at the Institute of Political Science and International Affairs, presented his research "Russia, Ukraine's Donbas, and NATO's Eastern Flank Security Dilemma" that was published as a book in 2018 by Columbia University Press titled "Ukraine After Maidan: Revisiting Domestic and Regional Security". Associate Professor Dr. Bartosz Jóźwik, Head of the International Economics Department of Lublin Catholic University, presented a paper titled "The Economic Growth and Environmental Degradation in Central European Countries".

During his presentation, Deputy Director of the Institute of Central Europe (Lublin, Poland), Dr. Tomasz Stępniewski, paid particular attention to the security issues of the wider Europe underlying the fact that COVID-19 pandemic and recent developments on the Eastern border of Ukraine overshadowed the strategy of the NATO regarding Eastern European states. Dr. Stępniewski discussed NATO's interests in Eastern Europe, Russia's role in the Ukrainian crisis including invasion and annexation of Crimea as well as Russia's aspirations in Ukraine, and summarized the impact of the Ukrainian crisis. Dr. Stępniewski's presentation provoked a bulk of questions from the audience. In this context, addressing the question about Poland's purchase of Turkish Bayraktar, unmanned aerial vehicle systems, Dr. Stępniewski noted that despite the fast decision on the purchase and the existing debate in the Polish society over the deal, cooperation between Turkey and Poland within the NATO framework is a positive step in security cooperation. Dr. Stępniewski also mentioned the role of Romania in the triangle of Turkey–Poland–Romania stressing that these three countries belong to NATO's Eastern Flank. Therefore, taking into consideration Russia's threat to Poland, such a deal on the newest technologies has a particular significance for the security of Poland.

In his turn, Dr. Bartosz Jóźwik paid particular attention to the CO2 emissions and economic growth in Central European states. Addressing the questions of the students, Dr. Bartosz Jóźwik, who also is an Erasmus Program Coordinator at the Department of International Economics, elaborated on the fast development of the environment economics field of study and discussed the impact of COVID-19 on the Polish economy, environment, and Erasmus mobility program. Dr. Jóźwik also mentioned the importance of the Erasmus mobility program for the economic and academic cooperation between the states.

Summarizing the discussion at the webinar, Dr. Bartosz Jóźwik and Dr. Tomasz Stępniewski underlined the importance of the Erasmus Plus teaching mobility and their readiness to develop and deepen cooperation with Istanbul Gelisim University and particularly the department of Political Science and International Relations.



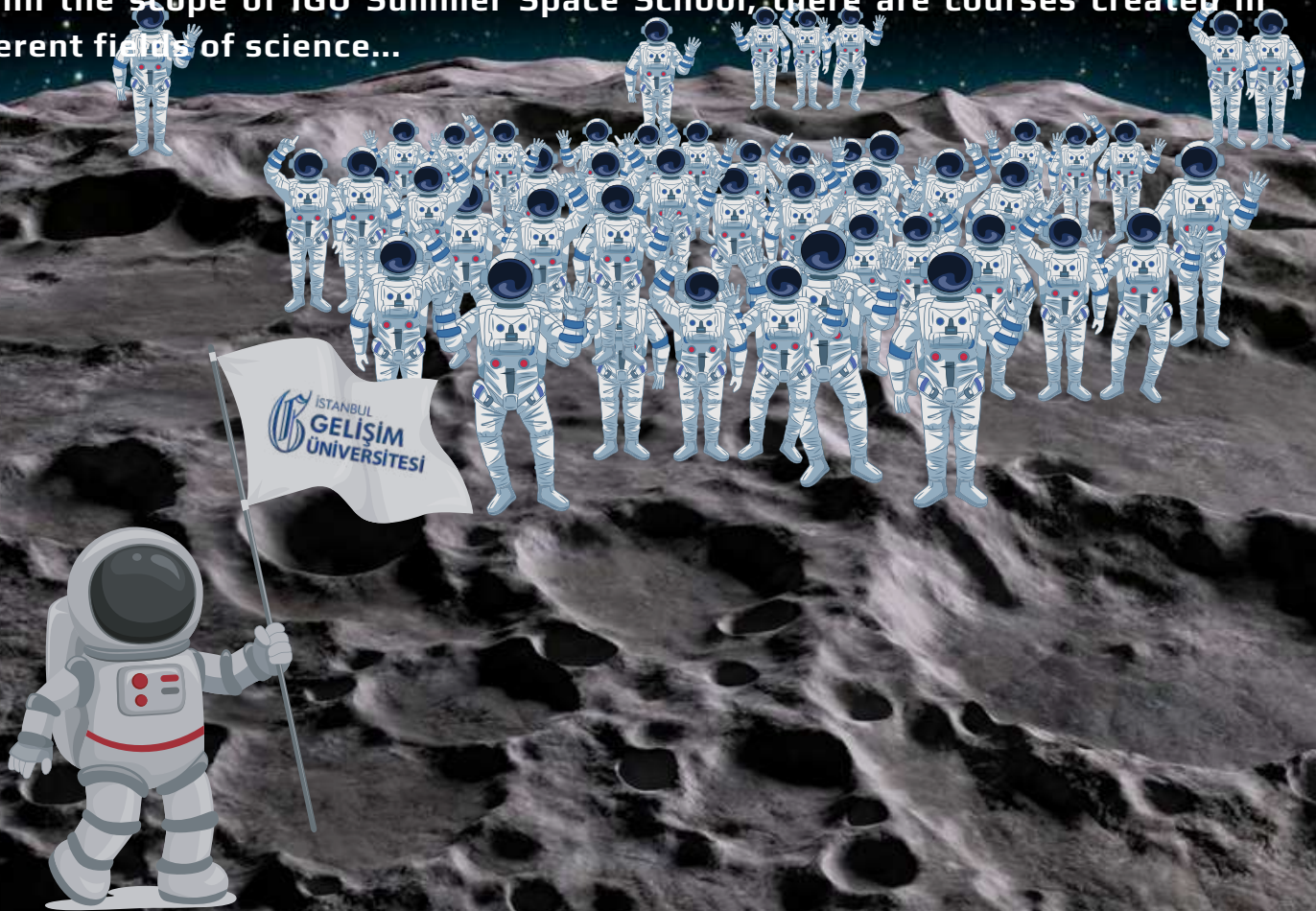
VISION 2123 "SUMMER SPACE SCHOOL" STARTS!

Vision 2123 "Summer SPACE School" organized by Istanbul Gelişim University begins! It includes courses from various fields of science.

Vision 2123 "Summer Space School", organized with the vision of raising leaders and scientists who will build and manage a future where humanity lives in space, will be held between July 5-14, 2021.

Istanbul Gelişim University will prepare Vision 2123 "Summer Space School" with different contents every year.

Within the scope of IGU Summer Space School, there are courses created in different fields of science...



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Cosmic Ocean

Raising the
Children of
Universe

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Required? Dispatch
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of Civil and Military
Space Stations

The Future is Now:
Teleporting to the
Future with Cinema

Cuisine and Food
Menu of
Interplanetary
Journey: Food in
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Nutrition

Aviation
Management in the
Milky Way Galaxy
and Beyond

How and Where to
Get Things in the
Galaxy? Logistics
Management in
Space

Space and Artificial
Intelligence: R2D2,
Mr. Data and
Beyond

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Preparing for the
Intergalactic
Olympics

**Within the scope of IGU Summer
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created in different fields of
science...**

The Administration
and Politics of
Space: Planetary
Court, Galaxy Police,
Intergalactic Senate
Elections

Space Race,
Investments and
Economics

First Contact:
Communication
with Intelligent
Creatures

Home School Base
Factory
Construction in
Celestial Bodies
and Space

Towards the Speed
of Light: Spacecraft
Design and
Engineering

What Planet Are
You On Vacation?
Space Tourists

Technology and the
Future Created with
Words: Science
Fiction Literature

Production,
Management and
Governance in
Celestial Bodies

Do You Want To
Sleep For 6 Months?
Cabin and
Passenger Services
for Interplanetary
Travel

The Mind and
Emotion World of
Space Travel

PUBLICATIONS



Dr. Abdullah Türk's article titled;

- “*Bibliometric Analysis of National Articles (TR Index) in 2000's Regarding Employee Performance*” was published in **Turkish Studies**.
- “*Bibliometric analysis of research in the field of organizational communication in the web of science database*” was published in **Business & Management Studies: An International Journal**.
- “*A Bibliometric Analysis of Transactional Leadership Based on the Web of Science (WOS) Platform*” was published in **The Journal of Academic Social Science**.

Dr. Adnan Duygun's article titled;

- “*Evaluation of Consumers' Perceptions of COVID-19 Risk on the Basis of Different Consumption Activities*” was published in **Journal of Vocational and Social Sciences of Turkey**
- “*Social Media Content Analysis During The COVID-19 Pandemic Period in terms of Marketing Communications in the Aviation Turkey*” was published in **Journal of Gaziantep University Faculty of Economics and Administrative Sciences**.
- “*An Examination of the Relationship Between the Travel Preferences and the Levels of Coronaphobia of Consumers*” was published in **Izmir Journal of Social Sciences**.

Dr. Andrew Adewale Alola's article titled;

- “*Mirroring risk to investment within the EKC hypothesis in the United States*” was published in **Journal of Environmental Management**.
- “*Risk to investment and renewables production in the United States: An inference for environmental sustainability*” was published in **Journal of Cleaner Production**.
- “*Do economic policy uncertainty and geopolitical risk lead to environmental degradation? Evidence from emerging economies*” was published in **Sustainability (Switzerland)**.

Research Assistant Aydan Ünlükaya's article titled “*Kadın Odaklı Reklamcılıkta (Femvertising) Sunulan Postfeminist Söylemler: L'Oreal Paris – “This Is An Ad For Men” Reklam Afişlerinin Göstergelimsel Çözümü*” was published in **Nişantaşı University Journal of Social Sciences**.

Dr. Edmund Ntom Udemba and Festus Victor Bekun's article titled “*Investigating the pollution haven hypothesis in oil and non-oil sub-Saharan Africa countries: Evidence from quantile regression technique*” was published in **Resources Policy**.

Dr. Festus Victor Bekun's article titled;

- “*Coal energy consumption beat renewable energy consumption in South Africa: Developing policy framework for sustainable development*” was published in **Renewable Energy**.
- “*Environmental consequences of economic complexities in the EU amidst a booming tourism industry: Accounting for the role of Brexit and other crisis events*” was published in **Journal of Cleaner Production**.

Dr. Fikriye Gözde Mocan's article titled “*Agamben: Tracing the Witness*” was published in **Journal of Social and Cultural Studies**.



PUBLICATIONS

Dr. Hakan Yıldırım's article titled;

- "The USA–China trade policy uncertainty and inference for the major global south indexes" was published in **Journal of Economic and Administrative Sciences**.
- "The Effect of Uncertains in European Economic Policies on the BIST 100 Index" was published in **Journal of Research in Economics, Politics & Finance**.
- A book titled "Cryptocurrency Madness: From Financial Crises to Cryptocurrencies" was published in **Himalaya Publishing House**.

Dr. Nezire Gamze Ilicak and Research Assistant Kemal Çinko's article titled "The Fairy Tale Created by Artificial Intelligence: The Princess and the Fox" was published in **International Journal of Turkish Literature Culture Education**.

Research Assistant Onur Kaya's article titled "The Impact of Foreign Trade on the Economies of the Rising Powers: The BRICS Example" was published in **Pamukkale University Journal of Social Sciences Institute**.

Dr. Özlem Derin's article titled; "The Myth of the Modern World; Are We Have Our Own Self Enough to Laugh Toward Death?" was published in **Journal of Social and Cultural Studies**.

Research Assistant Remzi Soytürk's article titled "Fatma Aliye's Women Characters in the Public Space" was published in **The Journal of Cultural Studies**.



LEAVERS



Prof. Zafar Uddin Ahmed left our faculty.



Dr. Zeynep Merve Ünal left our faculty.



MASTHEAD

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